

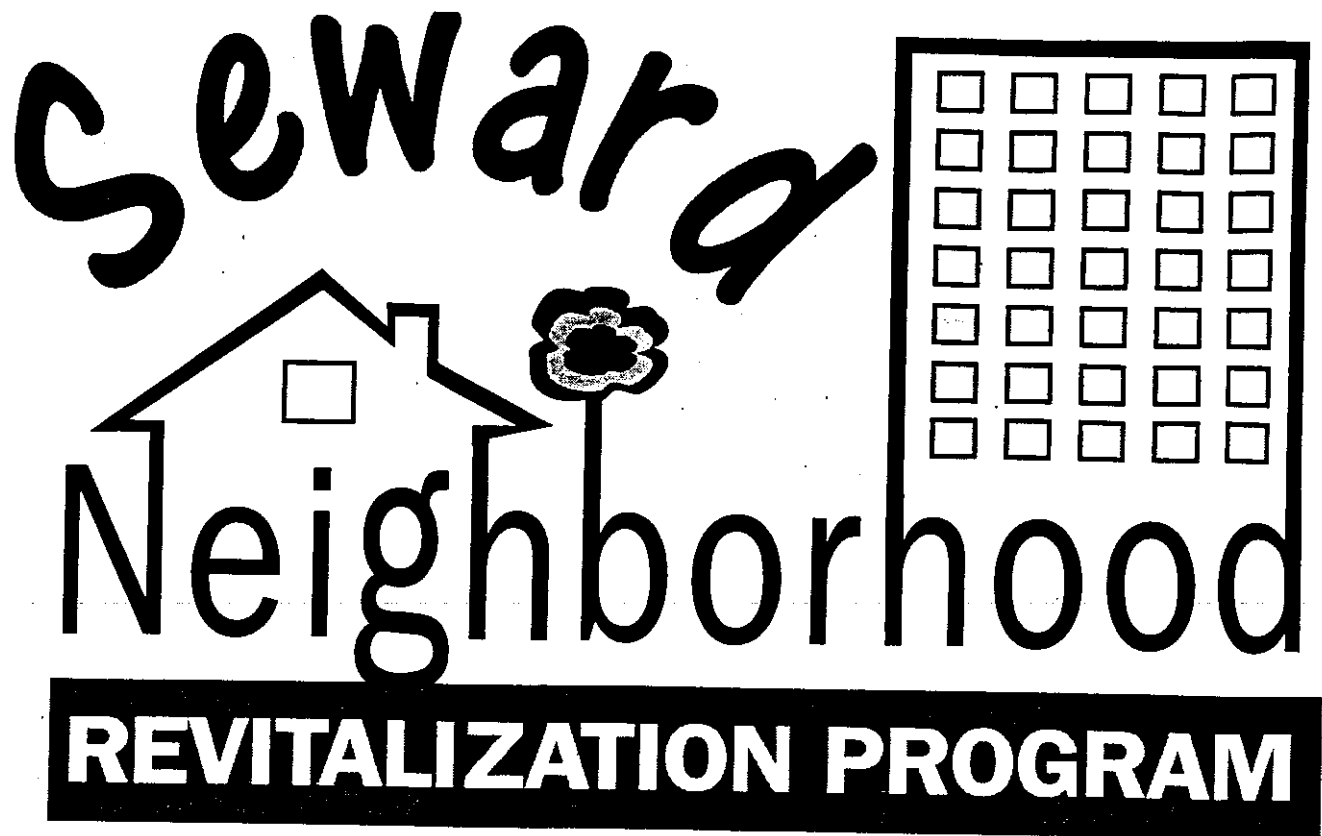
MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM

**SEWARD
NEIGHBORHOOD
ACTION PLAN**

Date Adopted by the Policy Board: April 3, 1995

Date Adopted by the City Council: April 28, 1995

Document Number: 95-122M



ACTION PLAN

**Ratified November 2, 1994
Revised March 1995
Approved by Policy Board April 3, 1995**

SEWARD NEIGHBORHOOD REVITALIZATION PROGRAM ACTION PLAN

NRP FUNDS : \$4,733,050
GRAND TOTAL OTHER FUNDS: \$31,898,739

Seward Neighborhood Vision Statement

We have a vision for Seward Neighborhood working through the Neighborhood Revitalization Program to build a community that serves all its residents. The boundaries of the neighborhood and its historical background in the City of Minneapolis create a strong sense of identity, and the level of community involvement in the organized neighborhood group has given the citizens of Seward experience in working together. The Seward Neighborhood Revitalization Planning Program will always keep the good of the whole neighborhood in mind when considering issues that are of special concern to any single group. We have a vision of a neighborhood that continues to value diversity, accessibility, preservation, safety, and stability. All Seward NRP projects should embody these values.

Residential Development

Social Environment

- **Children and Families**
- **Crime and Safety**
- **Arts and Culture**
- **Community Building**

Economic Development

Natural Environment

Transportation

A vision without a task is but a dream,
a task without a vision is drudgery,
a vision and a task is the hope of the world.
— *from a church in Sussex, England, c. 1730*

Implementation Phase

At its November meeting, the Steering Committee dissolved. Some of the members will continue on the Implementation Oversight Committee, adding new interested members from the neighborhood. The committee is slated to have thirty members representative of the diversity of the Seward Neighborhood. The Implementation Oversight Committee will serve as a standing committee of the Seward Neighborhood Group. The SNG will be the official representative of the neighborhood in negotiations with the various jurisdictions in all phases of the implementation of the Action Plan which is estimated to take five years.

1 Source: Seward Neighborhood Planning Information Base. Minneapolis Planning Department, Winter 1993.

2 Source: Seward Neighborhood Planning Information Base. Minneapolis Planning Department, Winter 1993.

Outreach efforts continued throughout the Workshop Phase. Two highlights of the outreach effort during this period were a business survey and focus groups. The business survey was mailed to all 195 businesses in Seward with a return rate of 22% (43 surveys). The results were tabulated by a student intern from Augsburg College, published in the *Seward Profile*, and shared with the Steering Committee and Action Committees. Focus groups were convened to gather comments on the first draft of the Action Plan from constituencies that the Steering Committee identified as having had minimal involvement with the NRP process. Focus groups were held at an apartment complex for the disabled, a block club on the west side of Seward, a large apartment complex on Franklin Avenue, and for the business community. Comments from focus group meetings were published in the *Seward Profile* and distributed to the Steering Committee and Action Committees.

Steering Committee and Action Committee meeting locations were varied to encourage participation from diverse constituencies. Meetings were held at the senior citizen high-rises, a condominium building, Seward Cafe, the Faith Mennonite Church, the Bethany Lutheran Church, Norwest Bank, the Playwrights' Center, Western Roofing, Children and Family Services, a large Franklin Avenue apartment complex, Seward Square, and Matthews Center. To further increase participation, a second phone line was installed with a voice mail message that listed meetings and special events. Each month during the Outreach and Workshop Phases, articles in the *Seward Profile* updated neighbors on the NRP process, invited participation, and solicited feedback.

In June, invitations were mailed to every household to attend a June 22 neighborhood meeting at Matthews Center to review and comment on the first draft of the Neighborhood Action Plan goals and objectives. The working plan was published in the June issue of the *Seward Profile* and also was distributed at the meeting. Over 60 people attended. Comments and suggestions were recorded and distributed to Action Committees and the Steering Committee. Before and after the meeting, neighbors who could not attend were invited to provide feedback by sending written or phoned-in comments.

On October 5, another neighborhood meeting was held at Matthews Center to review the second draft of the plan which now included strategies. Again, invitations were mailed to every household, and the working plan was published in the *Seward Profile*. At the meeting, the plan was distributed. Participants could comment on the plan and "sticker" strategies posted on the walls to indicate their three highest priorities, five second highest priorities, and single lowest priority. Over 80 people attended. Comments and "stickering" results were distributed to the Steering Committee and Action Committees.

On November 2, the neighborhood was invited to attend the Seward Neighborhood Group's annual meeting at Matthews Center to vote on the final draft of the Action Plan. Invitations were again sent to every household. The plan was published in the November issue of the *Seward Profile* and distributed at the meeting. The Action Plan was ratified by a 239 to 0 vote.

A neighborhood survey (available) and informational brochure was designed and 4000 copies were distributed door to door by over 40 block club volunteers and high-rise council members in November. The return rate was 20% (698 surveys). Results were tabulated by Northwest Key punch and formatted by Minneapolis.

In preparation for the kick-off meeting at Matthews Center on December 1, each of the eleven constituencies named in the Participation Agreement was invited to participate on the Steering Committee. Invitations to the kick-off were mailed to each household in Seward. Over 100 neighbors attended. Survey results were distributed at the meeting. A visioning activity was conducted in which participants broke into small groups to brainstorm neighborhood issues, then reported the results back to the larger group. The issues were then posted in a list and participants "stickered" the issues they believed to be most important. An election was held, monitored by the League of Women Voters, to seat ten Neighbor Representatives on the Steering Committee.

In order to insure that the composition of the Steering Committee reflected the diversity of the neighborhood population, four seats were left open to be filled at a later date. Despite extensive efforts by two volunteer members of the Steering Committee and staff, these four open seats were never filled. Inclusiveness of all cultural groups remains an important part of the Seward NRP plan. This is reflected in both the Vision Statement and in specific goals, objectives, and strategies of the Action Plan.

Workshop Phase

The Steering Committee was charged with overseeing the Workshop Phase. The committee began meeting in December and formed Executive, Grievance, and Outreach Committees during the course of the year. The Steering Committee used the results of the survey and visioning activity to seat five Action Committees: Social Environment, Natural Environment, Residential Development, Economic Development, and Transportation. The Action Committees were charged with writing goals, objectives, and strategies for the Neighborhood Action Plan.

Though bicycle facilities ranked number three in the initial stickering at the December kick-off meeting and the survey of the neighborhood indicated strong neighborhood concern over motor vehicle traffic, the Seward NRP had difficulty in seating a Transportation Action Committee. Therefore, transportation strategies were developed in the Natural Environment Committee. This anomalous situation—where strong interest and concern was not reinforced with neighborhood participation—will need to be addressed and rectified during the Implementation Phase of the process.

Between January and October, a total of 99 Action Committee meetings were held with over 90 volunteers participating. Committees contacted or met with over 70 representatives from city departments, agencies, organizations, and businesses during the planning process. Many of these volunteers participated in training related to setting goals, strategies and objectives.

The rate of homesteaded property (owner-occupied) in Seward is 76.1% compared to 75.5% city-wide. The number of residential buildings in substandard condition is 261 or 16.6% of the compared to the city-wide rate of 10.4%. The majority of housing in the neighborhood, 64.8%, was built before 1920 compared to a city-wide average of 42.2%.

Seward is home to 195 businesses, 100 of which are light industrial, located mostly in the southwestern area of the neighborhood. Seward's retail corridor extends along Franklin Avenue between the Soo Line Railroad and the Mississippi River. Matthews Center, Matthews Park, and Seward Montessori School (K-8)—offering residents educational, cultural, and recreational activities—are located in the heart of the neighborhood. There are two licensed child care centers located in the neighborhood and one licensed school age child care program. The Seward Neighborhood Group was organized in 1960 and incorporated in 1975. It shares a staffed office in the Norwest building at 2600 Franklin Avenue with Seward Redesign, Inc., a community development organization.

NRP Planning Process

After the Seward Neighborhood Group applied and was chosen to participate in the Neighborhood Revitalization Program, a group of 22 volunteers drafted the NRP Participation Agreement (available) which served to guide the planning process. In September 1993, two outreach specialists, a program manager, and a planning facilitator were hired. A neighborhood NRP office and phone line with voice mail messaging were established. Student interns from the Humphrey Institute, Augsburg College, and the University of Minnesota also assisted with the planning process.

Outreach Phase

Between September and December 1, 1993, six outreach task force meetings were held. The outreach task force was formed to acquaint residents, businesses, and organizations with the NRP program and invite participation. Membership on the task force remained open and over 40 volunteers participated. Members were recruited through resident mailings, posters, flyers, a brochure, radio and television reports, and monthly articles in the neighborhood newspaper, the *Seward Profile*. An informational kiosk and suggestion box was placed in the ATM lobby of Norwest Bank. An informal survey was conducted. Program information was distributed at the semi-annual King's Fair at Matthews Park in September. Three subcommittees were formed to address volunteer recruitment, plan the kick-off meeting, and develop the neighborhood survey. An executive committee was also formed. Outreach task force meeting locations varied and included Matthews Center, the American Indian O. I. C., Seward Towers West (a senior citizen high-rise), Seward Square (disabled housing), and Montanita's Restaurant. Staff shared information on the program by attending meetings of various organizations including the Seward Civic and Commerce Association, several senior citizen and public housing high-rise resident councils, block clubs, the Milwaukee Avenue Homeowner's Association, Seward Neighborhood Group, Seward Community Co-op, Seward Redesign, Matthews Park Improvement Committee, River's Edge Condominium Association, and Matthews Housing Co-op.

In the 1870's and 1880's, residential development remained confined to a relatively small but densely built area adjacent to the railroad and industrial district. A large tract of land, south of Franklin Avenue between 26th and 30th Avenues, was a fairgrounds during these years. During the 1890's, the fairgrounds were abandoned and much of the eastern part of the neighborhood was settled.

In 1888, the Franklin Avenue Bridge spanning the Mississippi River opened, fostering the commercial development of Franklin Avenue. Also that year, Seward School was built at the corner of 24th Street and 28th Avenue South, near the old fairgrounds. Between 1902 and 1905, the Park Board acquired the entire West River Road Park, and began improvements which would eventually make it the desirable residential location it is today. By 1930, the neighborhood was essentially built up. In 1960, the Seward Neighborhood Group (SNG) got started to build the first school-park facility in Minneapolis, creating Matthews Park and Matthews Center, adjoining the Seward School (today called Seward Montessori School). In the 1970s, the community became politicized during the urban renewal period in Minneapolis. Six years ago, the SNG exploded with programs for the disenfranchised—youth, elderly, crime victims—and housing programs to rehabilitate the old housing stock in the neighborhood.

Neighborhood Description²

According to 1990 census data, there are 7020 people living in 3664 households in Seward. In 1990, 87.4% of the population was white, 6.7% African American, 2.1% Native American, and 2.7% Asian American. The age group between 35 to 44 showed the largest increase from 1980 to 1990, with a 132.5% jump. Other age groups showing a significant increase during the same period are: ages 5 to 9, an increase of 26.7%, and ages 45 to 54, with an increase of 23.8%. The age groups experiencing the largest decrease in population were between ages 65 to 74 (-22%) and between ages 74 to 84 (-22.1%). About 15% of the population of Seward in 1990 was over the age of 65.

In the Seward Neighborhood during 1990, 16.7% of households had children under the age of 18 compared to the city-wide rate of 24.4%. People living below the poverty level in Seward were 18.9%, close to the city-wide average of 18.5%. The median household income in 1990 was \$20,948 or about 82% of the city-wide median. One-third of Seward's housing is subsidized, approximately 1100 units, a higher ratio than normally seen.

There are 1574 residential buildings in Seward, with single family structures making up 67.2%, and duplexes 21.1%. Structures with three and four units comprise 3.2%, and five or more units 2.2% of the structures. A large number of subsidized housing units – over 1200 units in five high-rises, a leasehold townhouse co-op, and a number of MCDA scattered site houses – are located mostly in north Seward. There is also one 16 unit community residential facility located in the neighborhood.

Action Plan Summary

Among the greatest concerns of Seward residents are: condition and affordability of housing; crime; cultural and recreational programs for families and youth; compatibility of business, commercial, and residential uses; revitalization of Franklin Avenue; traffic and walkability; historical preservation; river recreation and pollution; neighborhood identity and appearance.

At the kick-off on December 1, 1993, the neighborhood identified the need for a YWCA/YMCA, bike paths, and programs for housing improvements as the top three individual issues for the neighborhood. The steering and action committees have considered all neighborhood inputs in developing the 124 strategies included in the plan.

Seward Neighborhood has the capacity to implement the plan successfully because of its long-standing organization, the Seward Neighborhood Group (SNG), with its staffed neighborhood office. Also, the Action Plan supports enhanced structure and staffing to carry out the added responsibilities associated with carrying out the plan. Seward is committed to working jointly with surrounding neighborhoods and has dedicated funds to those purposed in the plan. The plan incorporates short-term immediate improvements, as well as flexibility for long range planning and project development. The remarkable dedication and hard work of many volunteers made the completion of the plan within the original time frame of 11 months possible. No grievance was brought before the Steering Committee during the entire course of the planning process which attests to the success of the neighborhood's efforts to make this an inclusive process, responsive to the views of as many neighbors as possible.

History of Seward Neighborhood¹

The Seward Neighborhood's boundaries are well-defined, lending a strong sense of community to the area. The eastern border follows the Mississippi River to the Soo Line Railroad, which makes up the southern boundary of the neighborhood as it moves west from the river. The western boundary is marked by Hiawatha Avenue, and to the north is Interstate Highway 94. Compact rather than sprawled, Seward possesses an intimate environment.

As one of the oldest neighborhoods in Minneapolis, the history of Seward dates back to the first rapid expansion of the city in the 1870's and 1880's. The northern edge of the neighborhood (north of Franklin Avenue) lies within the original corporate limits of the Town of Minneapolis, established in 1856. A major influence on the early growth of the neighborhood was the construction in 1870 of the Iowa and Minnesota Division of the Milwaukee Railroad, the line paralleling Hiawatha Avenue on the western border of the neighborhood. As a result, the western part of Seward developed as a working-class residential area, oriented to the railroad shops and nearby Minneapolis. Development in Seward received a further impetus from the Milwaukee Railroad "Short Line," built between Minneapolis and St. Paul in 1881. It came to form the southern boundary of the neighborhood.



**SEWARD NEIGHBORHOOD REVITALIZATION PROGRAM
NEIGHBORHOOD ACTION PLAN
NOVEMBER 1994**

Action Plan Summary

<u>Total Plan Request</u>	<u>\$4,733,030</u>
Early Access	\$629,470
Residential Development	\$1,721,080
Social Environment	\$1,181,945
Economic Development	\$975,000
Natural Environment	\$152,535
Transportation	\$73,000
Estimated Leveraged Funds	\$31,898,739
Total Number of Meetings	133
Total Number of Volunteers	370
Attendance at Kick-Off	102
Steering Committee Participants	32
Ratification Vote	239 For 0 Against

Early Access Projects

<u>Total Early Access Requests</u>	<u>\$629,470</u>
SNG Housing Programs	\$331,500
Matthews Center Parking Lot	\$65,000
Seward School Gym Floor	\$50,000
YWCA Site Preparation	\$50,000
Acquisition of Blighted Properties	\$100,000
Implementation Coordinator	\$7,970
Matthews Center Gym Floor (pending)	\$25,000

Section I: Residential Development

RESIDENTIAL DEVELOPMENT - \$1,721,080 NRP FUNDS (\$16,854,000 OTHER FUNDS)

VISION STATEMENT: Seward Neighborhood is reversing the decline of the aging residential infrastructure, providing family housing opportunities, and making housing more accessible to people with disabilities. The housing stock is maintained to provide good ownership and rental opportunities, and to increase real property values. Commercial and industrial neighbors are valued. All housing programs practice non-discrimination and equal access. Goals are thoroughly and efficiently achieved with as much grass roots involvement and as little government as possible. Impact on timber and other resources is minimized.

GOAL #1: Improve and stabilize housing stock in Seward.

GOAL #2: Promote home ownership.

GOAL #3: Promote responsible stewardship of absentee-owned properties.

GOAL #4: Provide a full range of housing options.

GOAL #5: Enhance compatibility of residential and non-residential land use.

GOAL #1: Improve and stabilize housing stock in Seward.

Objective 1: Improve the condition of existing housing.

- 1) **Strategy Summary:** Implement a matching grant program for exterior code repairs in south Seward.
Who: Seward Neighborhood Group
What: Provide safe and suitable housing by rehabilitating existing housing.
How: Distribute 100 grants over five years through a lottery in a 14 block area adjacent to the south Seward industrial zone. Require grantees to remain in the residence for three years. Evaluate and issue reports on the program on a regular basis to the Seward Neighborhood Group Housing Committee.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$240,000 NRP funds
\$400,000 matching funds from property owners
- 2) **Strategy Summary:** Develop a 2% revolving loan fund to address code-compliance improvements for rental units.
Who: Seward Neighborhood Group, neighborhood group may work with MCDA and other neighborhood developers
What: Rehabilitate rental housing.
How: Offer 20 loans over a period of five years. Sponsor a lottery to distribute loan funds, if necessary. The Seward Housing Office (see Goal #1, Objective 3, Strategy 1) will approve improvement plans and the fund manager will approve loans.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$100,000 NRP funds
\$30,000 from property owners

\$40,000 regenerated funds

- 3) **Strategy Summary:** Provide professional inspection/estimates of questionable properties and develop criteria for objective evaluation of housing stock.
Who: Seward Neighborhood Group, private inspection services
What: Provide safe and suitable housing.
How: Develop evaluation criteria and maintain a housing database. Inspections vendors will submit bids for services, including written reports and rough estimates for rehab. Fifty inspections will be completed over five years. Participating banks will also provide approximately 185 inspections/appraisals.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$10,000 NRP funds
\$85,000 participating banks (estimated value of inspections/appraisals by FBS Home Advantage)
- 4) **Strategy Summary:** Implement a matching grant program for general rehabilitation.
Who: Seward Neighborhood Group
What: Provide safe and suitable housing.
How: Distribute 165 grants over five years through lotteries. Require grantees to remain in the residence for three years. Evaluate and issue reports on the program on a regular basis to the Seward Neighborhood Group Housing Committee.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$400,000 NRP funds
\$670,000 matching funds from property owners
- 5) **Strategy Summary:** Implement a matching grant lottery for household environmental hazard remediation and energy efficiency.
Who: Seward Neighborhood Group
What: Provide a safe and healthy environment and safe and suitable housing for Seward residents.
How: Provide 50 grants over five years. Develop criteria and standards for the program. Work with public and private agencies to organize and implement the program. (See Natural Environment strategies.)
When: 1995, 1996, 1997, 1998, 1999
Resources: \$60,000 NRP funds
\$133,000 matching funds from property owners
- 6) **Strategy Summary:** Provide low interest loans, based on need, for additions to medium-sized homes in good condition on good lots.
Who: Seward Neighborhood Group, neighborhood group may work with MCDA and other neighborhood developers
What: Provide safe and suitable housing to make the neighborhood a more desirable place to live.
How: Offer 15 2% to 8% revolving loans based on need over five years. Sponsor a lottery, if necessary. The fund manager will approve and manage loans.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$120,000 NRP funds
\$200,000 leveraged funds from homeowners
\$80,000 regenerated funds

Objective 2: Facilitate new construction where appropriate.

- 1) **Strategy Summary:** Provide funds for the acquisition, demolition, site preparation, and title conveyance for replacement of derelict buildings or for infill on vacant lots.
Who: Seward Neighborhood Group
What: Eliminate blighting influences by acquiring, clearing, and replacing or rehabilitating properties.
How: Solicit bids for specifications or builder-provided plans. Award contracts. Oversee and evaluate projects. Work with MILES, MCDA/Seward Place and state agencies when appropriate.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$200,000 NRP funds
\$50,000 MCDA RIF funds (1 project, neighborhood group will apply for a grant each year, at least one grant is anticipated).
\$100,000 in-kind from Habitat for Humanity/Seward neighbors (2 projects)
\$990,000 mortgage capital from participating bank (11 projects). 2) **Strategy Summary:** Work with Seward Redesign and American Institute of Architects to assemble a portfolio of urban designs.

Objective 3: Coordinate and increase knowledge and use of housing resources available to neighborhood residents.

- 1) **Strategy Summary:** Establish and staff a housing office through Seward Neighborhood Group.
Who: Seward Neighborhood Group
What: Facilitate the provision of safe and suitable housing.
How: Report to Seward Neighborhood Group, NRP Implementation Oversight Committee, and Housing Committee. Coordinate implementation of the NRP Residential Development strategies.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$106,080 NRP funds
- 2) **Strategy Summary:** Improve and customize relations with the city inspections department.
Who: Seward Neighborhood Group
What: Facilitate the provision of safe and suitable housing and identify blighting influences.
How: Coordinate relevant inspections to include distribution of information, zoning review, and code revision.
When: 1995, 1996, 1997, 1998, 1999
Resources: Seward Neighborhood Group
City inspections
- 3) **Strategy:** Work with city departments to ensure compliance with ordinances and codes.

GOAL #2: Promote home ownership.

Objective 1: Increase the percentage of owner-occupied duplexes.

- 1) **Strategy Summary:** Provide low interest loans or matching grants for property improvements contingent upon mortgage financing by participating banks.
Who: Seward Neighborhood Group, participating banks, neighborhood group may work with MCDA and other neighborhood developers
What: Rehabilitate existing housing, provide safe and suitable housing, and facilitate home ownership.
How: Provide 50 grants/loans over five years to bring about property improvements—especially those involving health, safety, and necessary major renovations—which will help facilitate the purchase of duplexes via conventional mortgage financing.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$250,000 NRP funds
\$4,500,000 conventional mortgage financing
\$330,000 property owner match or regenerated funds
Mortgage arrangements through FBS Home Advantage or equivalent

Objective 2: Provide information and financial assistance to both prospective buyers and current homeowners.

- 1) **Strategy Summary:** Work with private lenders to provide buyer information.
Who: Participating banks, developers
What: Facilitate home ownership by educating home buyers.
How: Participating banks will provide eight-hour home-buyer's seminars followed up by counseling, as necessary, for 185 transactions.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$92,000 FBS Home Advantage estimates value of participating banks services
- 2) **Strategy Summary:** Subsidize community education classes.
Who: Seward Neighborhood Group, Minneapolis Community Education at Matthews Center
What: Facilitate home ownership by educating home buyers.
How: Conduct home-buyer seminars that meet the approval of participating mortgage banks for 200 students over five years.
When: 1995, 1996, 1997, 1998, 1999
Resources: Community Education
- 3) **Strategy Summary:** Provide grants or matching grants as part of conventional mortgage financing for entry cost assistance for low-income buyers.
Who: Seward Neighborhood Group, participating banks
What: Facilitate home ownership that provides safe and suitable housing for low-income residents.
How: Provide 50 grants or matching grants over five years to bring about property improvements—especially those involving health, safety, and necessary major renovations—to facilitate the purchase of homes by low-income residents via conventional mortgage financing.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$60,000 buyer match
\$2,500,000 in mortgage capital through FBS Home Advantage or equivalent.

- 4) **Strategy Summary:** Provide matching grants for property improvements as part of conventional mortgage refinancing.
Who: Seward Neighborhood Group, participating banks
What: Rehabilitate existing housing, provide safe and suitable housing, and facilitate home ownership.
How: Provide 25 grants over five years to bring about property improvements—especially those involving health, safety improvements, and necessary major renovations—to facilitate refinancing.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$100,000 NRP funds
\$270,000 property owner match
\$1,800,000 mortgage capital from participating banks through FBS Home Advantage or equivalent
- 5) **Strategy Summary:** Provide matching grants for property improvements as part of restructuring of contracts-for-deed to conventional mortgages.
Who: Seward Neighborhood Group, participating banks
What: Facilitate home ownership. Provide safe and suitable housing.
How: Provide 20 grants over five years to bring about property improvements—especially those regarding health, safety improvements, and necessary major renovations—to facilitate the conventionalizing of contract-for-deed arrangements.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$30,000 NRP fund
\$104,000 property owner match
\$1,240,000 mortgage capital from participating banks (through FBS Home Advantage or equivalent)

Objective 3: Reconvert duplexes to original single family use.

- 1) **Strategy Summary:** Provide front-end loan and/or grant packages for reconvert duplexes to original single family use.
Who: Seward Neighborhood Group, real estate community, participating banks
What: Rehabilitate existing housing and promote home ownership.
How: Identify 30 buildings inappropriately converted to duplex use. When feasible, facilitate property improvements pursuant to reversion to original single family use. Plans will be approved by Seward housing and implementation committees. Equity or mortgage loans will be approved by participating banks.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$100,000 NRP funds
\$400,000 property owner match and/or regenerated funds
\$2,700,000 equity and mortgage loans from participating banks

GOAL #3: Promote responsible stewardship of absentee-owned properties.

Objective 1: Provide financial assistance and information to rental property owners for appropriate improvements and repairs.

1) **Strategy Summary:** Establish a landlord/tenant association.

Who: Seward Neighborhood Group

What: Facilitate the provision of safe and suitable rental housing.

How: Provide staff and materials for operations to include production of a landlord video, tenant advocate contacts, and coordination with city inspections.

When: 1995, 1996, 1997, 1998, 1999

Resources: Seward Neighborhood Group

2) **Strategy Summary:** Establish a rental property clearinghouse to troubleshoot and handle enforcement issues.

Who: Seward Neighborhood Group

What: Provide safe and suitable rental housing.

How: Provide resources through the Seward housing office to facilitate interactions between neighbors, inspections departments, tenants, and landlords.

When: 1995, 1996, 1997, 1998, 1999

Resources: Seward Neighborhood Group

3) **Strategy:** Investigate cooperative or condominium conversion of 3-4 unit dwellings.

Objective 2: Develop and implement a strategy to deal quickly with abandoned homes.

1) **Strategy Summary:** Create a revolving loan fund to expedite the rehabilitation, purchase, or removal of abandoned properties as identified by the MCDA and the neighborhood.¹

Who: Seward Neighborhood Group, Seward Redesign

What: Eliminate blighting influences by rehabilitating or removing abandoned properties.

When: 1995, 1996, 1997, 1998, 1999

Resources: \$5000 NRP funds for legal counsel
\$80,000 in regenerated funds

GOAL #4: Provide a full range of housing options.

Objective 1: Develop a full range of housing alternatives including accessible residences, family-sized homes, and opportunities for home-based businesses.

1) **Strategy Summary:** Increase the number of disabled accessible residences by providing grants and/or loans for housing retrofits.

Who: Seward Neighborhood Group

What: Rehabilitate existing housing to provide safe and suitable housing for the disabled.

When: 1995, 1996, 1997, 1998, 1999

Resources: (see loans for additions and rehab matching grants)

- 2) **Strategy Summary:** Require that new housing conform to the principals of universal design for the disabled.²
Who: Seward Neighborhood Group
What: Build new housing to help provide safe and suitable housing for the disabled.
When: 1995, 1996, 1997, 1998, 1999
Resources: (see Goal #1, Objective 2, Strategy 1)
- 3) **Strategy Summary:** Increase the number of family-sized (3-5 bedroom) homes.
Resources: (See grants/loans for duplex conversions, additions, and new construction).
- 4) **Strategy Summary:** Establish a clearinghouse for home-based business development through Seward Self-Employed People.
Who: Seward Self-Employed People
What: Increase economic stability by supporting home-based business development.
How: Encourage home-based business. Investigate zoning and inspections issues, communications, renovation, etc.
When: 1995, 1996, 1997, 1998, 1999
Resources: Seward Self-Employed People

GOAL #5: Enhance compatibility of residential and non-residential land use.
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Objective 1: Work with planning and zoning departments to bring land use and zoning into conformance and rezone where necessary.

- 1) **Strategy Summary:** Work with city departments to study re-mapping south and west Seward for desired use patterns.
Who: Seward Neighborhood Group, zoning department, MCDA, state agencies
What: Increase economic stability and make the neighborhood a more desirable place to live and work.
How: Determine best uses, pollution remediation costs, and market and tax revenue implications of various land use alternatives for south and west Seward.
When: 1995, 1996, 1997, 1998, 1999
Resources: Zoning Department - as part of their ongoing activities.
Planning Department - as part of their ongoing activities.
- 2) **Strategy Summary:** Work with city departments to study rezoning of 1 1/2 blocks in south Seward between 30th Avenue and the old Flour City site and between 26th and 27th Street
Who: Seward Neighborhood Group, zoning and planning departments, affected businesses and residences
What: Increase economic stability and make the neighborhood a more desirable place to live and work.
How: Conduct studies and hearings pursuant to rezoning.
When: 1995, 1996
Resources: Seward Neighborhood Group
Appropriate city departments

- 3) **Strategy Summary:** Coordinate future re-zoning with MCDA small industry relocation efforts.
Who: Seward Neighborhood Group, zoning and planning departments, MCDA , state agencies
What: Increase economic stability and make the neighborhood a more desirable place to live and work.
How: Help willing businesses relocate, when desirable. Study the re-platting of Seward.
Place: Determine pollution remediation costs, market and tax revenue implications, and revenue sources. (See Economic Development strategies.)
When: 1995, 1996, 1997, 1998, 1999
Resources: Zoning Department
Planning Department
Seward Neighborhood Group

- 4) **Strategy Summary:** Follow up pocket re-zoning with infill where feasible.
Who: Seward Neighborhood Group, MCDA-RIF, Habitat for Humanity, participating banks, builders
What: Construct new housing.
How: Facilitate the construction of new housing on vacant and cleared lots where feasible and cost effective.
When: 1995, 1996, 1997, 1998, 1999
Resources: (See Goal #1, Objective 2, Strategy 1)

Objective 2: Increase compatibility by upgrading existing building facades, providing buffers between residential and commercial/industrial sites, and developing commercial/industrial design standards.

- 1) **Strategy:** Promote MCDA's 2% facade improvement program.
- 2) **Strategy Summary:** Provide grants to businesses for berms, screens, green strips, etc.
Who: Seward Neighborhood Group
What: Assist business property owners to remediate negative affects on the physical structure of the neighborhood by improving landscaping.
How: Provide 25 matching grants to businesses over five years, by lottery, if necessary. Seward Neighborhood Group will hold hearings and approve plans.
When: 1995, 1996, 1997, 1998, 1999.
Resources: Seward Neighborhood Group Staff will facilitate applications to MCDA.
- 3) **Strategy:** Work with Seward Neighborhood Group, Seward Redesign, and MCDA to promote residential friendly commercial/industrial design.

Section II: Social Environment

SOCIAL ENVIRONMENT - \$1,206,945 NRP FUNDS (\$1,749,299 OTHER FUNDS)

VISION STATEMENT: Seward is a neighborhood with a strong sense of community, where all people feel welcome and safe. Children and youth are nurtured. People and property are safe from crime and violence. The arts and culture are celebrated. Diversity is respected. Each individual is encouraged to achieve his/her full potential.

- GOAL #1:** Establish, maintain, and promote effective and flexible resident support systems.
- GOAL #2:** Improve, expand, and promote a full range of educational, recreational, and social opportunities for people of all ages.
- GOAL #3:** Strengthen and enhance the connections between schools and the community.
- GOAL #4:** Increase the safety of persons and property.
- GOAL #5:** Support, enhance, and increase participation in the arts.
- GOAL #6:** Protect and enhance the visual character of the neighborhood.
- GOAL #7:** Build a strong sense of community.

CHILDREN AND FAMILIES - \$469,400 NRP FUNDS (\$1,611,999 OTHER FUNDS)

- GOAL #1:** Establish, maintain, and promote effective and flexible resident support systems.

Objective 1: Provide help and support to families and neighbors with special needs.
Encourage all families and neighbors to seek help or use support systems.

- 1) **Strategy Summary:** Create a full-time Community Resource and Activities Coordinator.
Who: Seward Neighborhood Group
What: Increase social stability by providing a resource person to create, coordinate, and promote social, recreational, educational, and arts activities in the neighborhood.
How: Create a full-time staff position at Seward Neighborhood Group.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$143,400 NRP funds
- 2) **Strategy Summary:** Create and distribute a central resource directory.
Who: Seward Neighborhood Group
What: Increase social stability by 1) promoting family and individual self-sufficiency, and 2) connecting neighbors to needed services.
How: Create and regularly update a computer data base of community services at the Seward Neighborhood Group office or at the Seward Montessori School media center and distribute printed copies to the neighborhood.
When: 1995, 1996, 1997
Resources: Seward Neighborhood Group

GOAL #2: Improve, expand, and promote a full range of educational, recreational, and social opportunities for people of all ages.

Objective 1: Provide parenting education to parents of children from preschool to grade 12.

- 1) **Strategy:** Increase, coordinate, and promote parenting education programs.

Objective 2: Retain the Seward Neighborhood as a primary site for adult education, recreation, and enrichment programs.

Objective 3: Increase the variety of safe places for people to recreate, socialize, and relax.

- 1) **Strategy:** Support a teen center.

Note: The Implementation Oversight Committee will explore options coordinated with other efforts, such as improvements of Matthews Center, YWCA, tutoring and work programs, and Playwrights' Center.

- 2) **Strategy Summary:** Renovate the interior of Matthews Center.

Who: Park Board and Seward Neighborhood Group

What: Increase social stability by providing safe, accessible, adequate public recreational, social, and educational facilities.

How: Plan and implement interior renovations to Matthews Center including accessibility improvements for handicapped users, life safety improvements, and energy efficiency improvements.

When: 1994, 1995

Resources: \$261,000 NRP funds
\$100,999 Park Board

Objective 4: Increase child and parent involvement in neighborhood programs.

- 1) **Strategy:** Provide child care services for all neighborhood functions.

Objective 5: Improve play areas, sports facilities, and playing fields.

- 1) **Strategy Summary:** Renovate Milwaukee Avenue pocket park.

Who: Milwaukee Avenue Homeowner's Association and Seward Neighborhood Group

What: Increase social stability by providing safe, accessible, durable park facilities that provide large motor activities for toddlers and pre-schoolers.

How: Oversee the planning and renovations to replace deteriorating and unsafe play equipment, install new equipment, add additional lighting, and repair a fence.

When: 1995

Resources: \$2500 cash Milwaukee Homeowners Association
\$4000 in-kind labor Milwaukee Avenue Homeowners Association
Youth volunteers
Possible CCP/SAFE grant
Milwaukee Commons
Milwaukee Avenue Townhomes

- 2) **Strategy Summary:** Purchase new sports equipment for Matthews Center.
Who: Matthews Center Activities Council and Seward Neighborhood Group
What: Increase social stability and safety by purchasing sports and protective equipment to expand recreational programs for youth.
How: Purchase soccer, flag football, gymnastics, basketball, baseball, and pre-school play and safety and protective equipment.
When: 1995
Resources: \$20,000 NRP funds
- 3) **Strategy:** Work with Parks and Recreation Department to increase maintenance of Matthews Park to improve safety and longevity of outdoor sports areas and improve the physical structure of the neighborhood.

GOAL #3: Strengthen and enhance the connections between schools and the community.

Objective 1: Improve communications.

- 1) **Strategy:** Increase Matthews Center Activities Council membership, fundraising, and community involvement.
- 2) **Strategy Summary:** Reserve 1/2 page in the *Seward Profile* for school, park, and community education news and calendars.
Who: Seward Neighborhood Group
What: Increase social stability by providing easy access to information about social, recreational, and educational activities.
When: 1995, 1996, 1997
Resources: \$4500 *Seward Profile* funds

Objective 2: Increase community involvement in the schools.

- 1) **Strategy:** Schedule parents' career days at Seward School.
- 2) **Strategy:** Establish a volunteer partnership program between local businesses and the school to include tutoring, field trips, and student internships.

Objective 3: Increase use of school sites and facilities by the community.

- 1) **Strategy Summary:** Establish a media center community access program at Seward School.
Who: Seward Neighborhood Group, Seward Montessori School
What: Increase social stability by 1) providing public access to educational opportunities, computer networks and equipment, and 2) facilitating neighborhood based media related projects.
How: Purchase video equipment, a photocopier, a color printer, a computer, and a fax machine to supplement equipment at the Seward Montessori media center. Provide public access to the media center.
When: 1994, 1995
Resources: \$20,000 NRP funds for equipment for the media center
 \$1,500,000 School Board (1994 media center)

- 2) **Strategy:** Facilitate full utilization of school buildings by community groups before, during, and after school hours and during the summer.

Who: School Board/Seward Montessori School

What: Increase social stability by providing community meeting space.

When: 1995, 1996, 1997, 1998, 1999

Resources: In-kind janitorial services from School Board
In-kind volunteer labor

CRIME AND SAFETY - \$294,525 NRP FUNDS (\$137,300 OTHER FUNDS)

GOAL #4: Increase the safety of persons and property.

Objective 1: Reduce the incidence of crime.

- 1) **Strategy Summary:** Conduct 15 CCP/SAFE home premise surveys and 15 business premise surveys each year for three years.
- Who:** Seward Neighborhood Group, CCP/SAFE
- What:** Increase social stability by educating businesses and residents about ways to increase safety, improve security, and prevent crime at businesses and residences.
- When:** 1995, 1996, 1997
- Resources:** CCP/SAFE budget
- 2) **Strategy Summary:** Increase community policing by hiring volunteer paid police and establishing a "cop shop."
- Who:** Seward Neighborhood Group, Third Precinct
- What:** Increase social stability by reducing property and personal crime 1) through increased police patrols—especially in high crime areas around parking lots, apartment buildings, bars, and alleys—and 3) by establishing a high visibility, easily accessed store front "cop shop."
- How:** Hire two officers for 50 weeks each year for three nights per week. Work with businesses and property owners to secure donated space for a "cop shop."
- Resources:** \$122,100 NRP funds.
\$96,000 estimated donations from businesses and landlords.
Possible donated space for "cop shop"
- 3) **Strategy Summary:** Enhance youth programming by providing employment and tutoring specialists.
- Who:** Seward Neighborhood Group
- What:** Increase economic and social stability, and prevent crime, by providing educational support and employment training for at-risk youth.
- How:** Hire a part-time tutor and a part-time employment specialist (20 hours per week, 32 weeks per year each) to enhance SNG youth program.
- When:** 1995, 1996, 1997, 1998, 1999
- Resources:** \$46,000 NRP funds
- 4) **Strategy:** Negotiate with auto repair shops to install ignition kill switches at a special rate.

Objective 2: Educate residents about crime, how to prevent crime, and what can be done to help law enforcement apprehend offenders.

- 1) **Strategy Summary:** Organize block clubs.
Who: Seward Neighborhood Group
What: Increase social stability by educating and organizing neighbors in block clubs to prevent crime.
How: Hire a part-time block club organizer to organize 90% of blocks and provide coordination, training, technical support, and materials to neighborhood volunteers.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$99,225 NRP funds for organizer and materials for block clubs
In-kind volunteer labor
- 2) **Strategy Summary:** Reserve 1/2 page in the *Seward Profile* for monthly crime prevention tips.
Who: Seward Neighborhood Group
What: Increase social stability by educating neighborhood about how to prevent crime.
How: Gather and publish crime prevention information from police, CCP/SAFE and others for monthly publication in the *Seward Profile*.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$7500 Profile funds
- 3) **Strategy Summary:** Work with adjoining neighborhoods to create a crime victim advocate position.
Who: Seward Neighborhood Group
What: Increase social stability by increasing advocacy for crime victims.
How: Hire a crime victim advocate, shared with adjacent neighborhoods, to 1) educate and assist victims access available resources, and 2) conduct court watch, etc.
When: 1995, 1996, 1997, 1998, 1999
Resources: Seward Neighborhood Group
\$33,800 possible contributions from other neighborhoods

Objective 3: Increase the sense and appearance of safety in the neighborhood.

- 1) **Strategy Summary:** Work with other neighborhoods to produce and distribute an educational video to landlords.
Who: Seward Neighborhood Group
What: Increase social stability by promoting responsible landlordship.
How: Work with landlord associations, NRP video technician, and volunteers to produce and distribute approximately 400 tapes to educate landlords about rights and responsibilities of property ownership, available resources, tenant screening, and how to deal with problem tenants.
When: 1995
Resources: \$4000 NRP funds
Possible contributions from other neighborhoods, NRP video technician
Landlord associations
In-kind volunteer labor

- 2) **Strategy Summary:** Organize a citizen patrol.
Who: Seward Neighborhood Group
What: Increase social and economic stability by preventing crime.
When: 1994, 1995
Resources: Public utilities (donated cellular phone)
Local businesses (donated hats and T-shirts)
In-kind volunteer labor
- 3) **Strategy Summary:** Declare Seward School a Peace Site. Provide opportunities for neighborhood youth to participate in Peace Village.³
Who: Seward Neighborhood Group
What: Increase social stability through crime prevention by training neighborhood youth to use mediation and problem solving skills, and providing education about tolerance, non-violence, and living in community.
How: Provide "Peace Site" signage for Seward Montessori and provide program funding and scholarships for low-income neighborhood children ages 6 - 12 to attend Peace Village, a summer day camp sponsored by the Community of St. Martin.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$20,000 NRP funds
- 4) **Strategy Summary:** Rent a sandblaster to remove graffiti.⁴
Who: Seward Neighborhood Group
What: Increase social and economic stability by preventing and decreasing the evidence of vandalism.
How: Rent and operate a sandblaster. Cooperate with businesses and property owners to identify, remove, and prevent graffiti.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$3200 NRP funds
Match from businesses and property owners

ARTS AND CULTURE - \$250,000 NRP FUNDS

GOAL #5: Support, enhance, and increase participation in the arts.

Objective 1: Increase the availability of affordable studio space, shared facilities, and opportunities for the creation, display, and presentation of the creative arts.

- 1) **Strategy Summary:** Work with community developers to create a non-profit cooperative community studio arts center with working studio space in the neighborhood..⁵
Who: Bank or professional arts organization, community developer
What: Increase social and economic stability by providing opportunities and facilities for arts education and production.
How: Locate an interested community developer and a suitable site for use as a public arts facility and working studio space (including possible subsidies for artists and on-site public arts programs and displays). Identify a bank or professional arts organization to manage the coop funds and the site.
When: 1995 - ongoing
Resources: \$200,000 NRP funds
Rental fees from artists
Foundation grants
- 2) **Strategy Summary:** Provide funding for the purchase of property on Franklin Avenue for an arts and culture facility.
Who: Community developer, arts organization
What: Increase social stability by providing a facility for arts display, performance, and /or studio space.
How: Purchase an incompatible residential, commercial, or industrial site on Franklin Avenue.
When: 1995
Resources: MCDA
Possible match from local businesses or non-profits
Local businesses
- 3) **Strategy:** Provide opportunities for the display and presentation of art in public spaces. Incorporate the creative arts into neighborhood meetings and events.
- 4) **Strategy:** Provide incentives in conjunction with other arts organizations for residents and businesses to enhance the visual environment.

Objective 2: Increase opportunities for sharing cultural diversity through the arts.

Objective 3: Create and maintain a supportive network for the arts among neighborhood artists, crafts people, schools, businesses, and residents.

- 1) **Strategy:** Establish an artists network.
- 2) **Strategy Summary:** Create and distribute a directory of cultural resources.
Who: Seward Artists Network, Seward Neighborhood Group
What: Increase social and economic stability by providing 1) accessible sources of information about arts resources, and 2) promoting support for the arts community.
How: Gather and regularly update information, create a data base, and print a resource guide for distribution in the neighborhood.
When: 1995, 1996, 1997
Resources: Seward Neighborhood Group
Local Businesses
May be part of the community resources directory

Objective 4: Provide educational opportunities that develop creative expression and enjoyment of the arts.

- 1) **Strategy Summary:** Provide a grant for the Playwrights' Center to produce annual community performance projects that specifically involves youth and seniors.⁶

Who: Playwrights' Center

What: Increase social stability by providing opportunities for neighborhood youth, seniors, and artists to participate in local theater projects.

How: Seward youth will be at the center of approximately four annual projects. Participants will select and research themes in Seward's history (primarily by interviewing seniors). Small groups will then develop original scripts and stage performances guided by theater professionals and adult volunteer mentors. Performance sites would include Playwrights' Center, Matthews Center, and additional non-traditional sites. Activities would also include social gatherings (ethnic meals, award ceremonies, etc.) to promote the project and where youths can gain self-esteem and teamwork skills.

When: 1995, 1996, 1997, 1998, 1999

Resources: \$50,000 NRP funds
In-kind match Playwrights' Center
In-kind volunteer contributions

Objective 5: Enhance funding for the arts.

GOAL #6: Protect and enhance the visual character of the neighborhood.

Objective 1: Reuse important community landmarks.

Objective 2: Develop creative approaches to the built environment.

- 1) **Strategy:** Define policies and procedures for the preservation and reuse of artistically, historically, or architecturally significant structures.

COMMUNITY BUILDING - \$193,020 NRP FUNDS

GOAL #7: Build a strong sense of community.

Objective 1: Increase citizen participation in the neighborhood.

Objective 2: Increase pride in the appearance of the neighborhood.

Objective 3: Promote Seward as a good place to live and work.

Objective 4: Increase "neighborliness" in Seward.

Objective 5: Nurture cultural diversity within the neighborhood.

(the following strategies meet all of the "community building" objectives above)

- 1) **Strategy Summary:** Create a half-time NRP Implementation Coordinator.
Who: Seward Neighborhood Group, NRP Implementation Oversight Committee
What: Increase social stability by creating a staff position responsible for overseeing implementation of the NRP plan.
How: Staffperson will report to Seward Neighborhood Group Board of Directors and Seward NRP Implementation Oversight Committee and act as liaison with other staff, residents, businesses, relevant city departments, and other agencies.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$43,020 NRP funds
- 2) **Strategy:** Establish an association of local organizations and individuals (Matthews Center, SNG, PTSO, Seward School, seniors, youth, etc.) to assess needs, develop resources, and implement social, arts, recreational, and educational programs to better meet the needs of all residents.
- 3) **Strategy Summary:** Provide relocation and space costs to move Seward Neighborhood Group (SNG) to a larger, centrally located space that provides adequate community meeting space and facilities for expanded services including NRP initiatives.⁷
Who: Seward Neighborhood Group
What: Increase social stability by providing adequate, easily accessible space for neighborhood group services and activities.
When: 1995, 1996, 1997
Resources: \$150,000 NRP funds
Seward Neighborhood Group match

Section III: Economic Development

ECONOMIC DEVELOPMENT - \$ 975,000 NRP FUNDS (\$11,369,600 OTHER FUNDS)

VISION STATEMENT: The Seward Neighborhood is an economically viable community where industrial, commercial, and residential areas coexist successfully. Franklin Avenue is the main street of the neighborhood, serving as a focal point for a small town identity within the larger city. New businesses complement existing businesses. A diverse industrial base provides a non-polluting foundation for future industry. All physical development respects the historical and aesthetic integrity of the neighborhood.

- GOAL #1:** Create commercial, industrial, and retail development interest in the neighborhood.
- GOAL #2:** Develop a neighborhood identity and positive perception of Seward.
- GOAL #3:** Develop businesses which are economically viable employers of neighborhood and community people.
- GOAL #4:** Develop Franklin Avenue into a vibrant and economically viable main street for the neighborhood and surrounding areas.
- GOAL #5:** Create compatible relationships between industrial, commercial, retail, and residential uses in the neighborhood.

- GOAL #1:** Create commercial, industrial, and retail development interest in the neighborhood.

Objective 1: Capitalize on the superior transportation and location amenities of the area to attract businesses.

- 1) **Strategy Summary:** Work with MCDA to complete road construction in Seward South Industrial Park.

Who: Seward Neighborhood Group, MCDA

What: Increase economic stability, improve the physical structure of the neighborhood, and assist in the development of industrial properties that provide employment opportunities which pay a livable income without adversely affecting the character of the neighborhood.

How: Improve access to Seward Place (south Seward industrial park).

When: 1995

Resources: \$500,000 MCDA (pending 1995 budget approval)

Objective 2: Pursue classification of appropriate areas as enterprise zones with the federal and state governments.

GOAL #2: Develop a neighborhood identity and positive perception of Seward.

- Objective 1: Aggressively market the neighborhood to employees and residents of nearby neighborhoods and to potential retail, commercial, and industrial businesses.
- Objective 2: Maintain the urban character of the neighborhood, while accommodating modern industrial production and transportation requirements.
- Objective 3: Resolve boundary problems which impact the identity, perception, and functioning of the neighborhood.
- Objective 4: Provide comfortable human-scaled pedestrian, bicycle and wheelchair access, and streetscape features.

GOAL #3: Develop businesses which are economically viable employers of neighborhood and community people.

- Objective 1: Maintain an industry niche in stable areas of production.
- Objective 2: Develop more than one industry niche.
- Objective 3: Develop adjunct and support businesses.
- Objective 4: Develop a diverse job base that will employ all skill levels from professional to general labor.

- 1) **Strategy Summary:** Work with Seward Redesign and MCDA to complete property acquisition and site preparation at 26th Avenue and 26th Street in preparation for re-development by the YWCA.

Who: Seward Redesign

What: Increase social and economic stability by 1) assisting in the acquisition of incompatible neighborhood businesses in this high crime area, and 2) preparing for re-development of a recreational, social, and educational activity center that will also increase employment and volunteer opportunities for youth and adults.

How: Contribute funds in cooperation with a community developer, non-profit organization, and other neighborhood organizations to purchase property in preparation for redevelopment.

When: 1994, 1995, 1996

Resources: \$600,000 NRP funds
\$25,000 Longfellow Neighborhood
\$6,000,000 YWCA (capital campaign)
\$5500 MCDA (market study)
\$7000 MCDA (appraisals and environmental assessments)
\$250,000 MCDA (acquisition)
\$1,000,000 Hennepin County (child care)
\$1,000,000 source TBD by developer and YWCA (site prep and completion of site acquisition)

GOAL #4: Develop Franklin Avenue into a vibrant and economically viable main street for the neighborhood and surrounding areas.

Objective 1: Develop retail to serve the needs of the neighborhood and surrounding community.

Objective 2: Encourage continued residential use along Franklin Avenue.

Objective 3: Increase safety of Franklin Avenue for pedestrian use, particularly at night.

1) **Strategy Summary:** Obtain property assessments to fund and install ornamental lighting on Franklin Avenue.⁸

Who: Public Works

What: Increase social and economic stability by increasing safety in a busy business, commercial, and residential area.

When: 1997

Resources: \$35,000 NRP funds
\$75,000 property assessments over 20 years
Public Works

Objective 4: Redevelop empty properties along Franklin Avenue.

1) **Strategy Summary:** Work with Seward Redesign and MCDA to complete pollution clean-up at the corner of 27th and Franklin (bank block) in preparation for re-development.⁹

Who: Seward Redesign

What: Eliminate a blighting influence and health hazards through removal of hazardous waste and pollution. Return land to productive use.

When: 1994, 1995

Resources: \$40,000 NRP funds
\$2100 Property owner
\$20,000 NEDF (MCDA, already received and completed)
\$1,050,000 private redevelopment funds

Objective 5: Improve the relationship between Franklin Avenue and the Mississippi River.

Objective 6: Provide better access to the neighborhood from areas north of I-94.

Objective 7: Take immediate action to improve the appearance of buildings and parking lots on Franklin Avenue.

- 1) **Strategy Summary:** Work with area businesses and developers to revitalize the west end of Franklin Avenue by 1) implementing streetscape and parking lot improvements, and 2) rehabilitating (or demolishing, as necessary) commercial and residential buildings.¹⁰
Who: Seward Redesign
What: Increase social and economic stability and eliminate blighting influences by rehabilitating and renovating a commercial and residential area.
When: 1994, 1995, 1996
Resources: \$200,000 NRP funds
NEDF (MCDA) for streetscape and parking lot improvements. Seward Neighborhood Group staff will facilitate applications to MCDA
Public Works for streetscape improvements
Private funds for commercial and residential rehab and new construction

Objective 8: Develop a cohesive streetscape and a comfortable and attractive pedestrian environment on the street.

Objective 9: Preserve the urban character of the street.

- 1) **Strategy Summary:** Provide funds for the clean-up, acquisition, and re-development of an incompatible industry on Franklin Avenue.
Who: Community developer
What: Increase social and economic stability, eliminate blighting influences, and eliminate health hazards through waste and pollution removal by rehabilitating a neighborhood incompatible industry in the main commercial district.
How: Work with MCDA and property owners to relocate an incompatible industry to another part of the neighborhood and rehabilitate the facility.
When: 1995
Resources: \$100,000 NRP funds for clean-up and acquisition
MCDA for acquisition, rehabilitation

GOAL #5: Create compatible relationships between industrial, commercial, retail, and residential uses in the neighborhood.

- Objective 1:** Develop a land use and zoning plan for the neighborhood that addresses the needs of residential, commercial, industrial, retail, and recreational users.
- Objective 2:** Preserve and enhance mixed-use development in the neighborhood.
- Objective 3:** Develop collaborative strategies to achieve the desired land use and zoning plan.
- Objective 4:** Develop all uses so that they are physically compatible with the residential and urban character of the neighborhood.

- 1) **Strategy Summary:** Work with MCDA and others to complete pollution clean-up and develop neighborhood compatible re-use of the United Van Bus site.

Who: MCDA

What: Eliminate a blighting influence and health hazards.

How: Acquire, clear, and rehabilitate an incompatible vacant industrial site. Remove waste and pollution. Return the site to productive use.

When: 1995

Resources: \$535,000 MILES funds for acquisition
\$750,000 MILES funds for clean-up
\$150,000 MCDA for demolition

Section IV: Natural Environment

NATURAL ENVIRONMENT - \$152,535 NRP FUNDS (\$335,000 OTHER FUNDS)

VISION STATEMENT: Seward Neighborhood residents understand and strive to maintain mutually beneficial relationships with nature. Trees, green space, gardens, wildlife, and the river environment within our urban neighborhood are valued. Air, soil, and water quality is enhanced and preserved. Pollution and waste are reduced. Energy, water, and habitat are conserved. Efficient and renewable technologies are used to provide energy. Seward neighbors work together for sustainable development. Because neighbors understand our relationship with nature, they advocate environmentally sound policies and practices in all institutions and at all levels of government, as well as in their daily lives.

- GOAL #1:** Provide environmental education and practical assistance to Seward residents, empowering them to reduce their environmental impacts.
- GOAL #2:** Preserve, increase appreciation for, and promote low impact use of the Mississippi River and its bluff lands.
- GOAL #3:** Increase the quantity and quality of green space and wildlife.
- GOAL #4:** Prevent pollution and promote responsible management of waste, energy and water conservation, and use of alternative energy sources.

GOAL #1: Provide environmental education and practical assistance to Seward residents, empowering them to reduce their environmental impacts.

- 1) **Strategy Summary:** Create a 1/2 time position at Seward Neighborhood Group to implement the NRP Natural Environment plan.
Who: Seward Neighborhood Group
What: Provide a healthy environment by implementing the NRP Natural Environment Action Plan.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$35,905 NRP funds
- 2) **Strategy Summary:** Develop and offer community education classes about topics such as the Mississippi River, gardening, waste reduction, energy and water conservation.
Who: Community Education
What: Provide a safe and healthy environment and increase economic stability
How: Provide environmental education.
When: 1995, 1996, 1997, 1998, 1999
Resources: Fee match
- 3) **Strategy:** Use the *Seward Profile* to educate residents on environmental topics.

- 4) **Strategy Summary:** Subsidize a yearly cooperative buying program to assist residents in purchasing environmental products and services. Conduct 100 'green home' assessments annually.¹¹
- Who:** Seward Neighborhood Group
- What:** Provide a safe and healthy environment by assisting residents to implement measures that protect household and natural environments.
- How:** Provide low-cost landscaping materials, weatherization kits, alternative energy products, lead and radon test kits, and other materials as part of a cooperative buying program. Conduct 'green home' assessments to evaluate individual household's solid, hazardous, energy, and water wastes.
- When:** 1995, 1996, 1997, 1998, 1999
- Resources:** \$30,000 NRP funds for the cooperative buying program
MN Horticultural Society (MN Green)
Sustainable Resource Center
Center for Energy and the Environment
Landscape Alternatives
NSP
Honeywell
Minnegasco

GOAL #2: Preserve, increase appreciation for, and promote low impact use of the Mississippi River and its bluff lands.

Objective 1: Investigate the feasibility of improving and connecting remnants of the Winchell Trail from the I-94 crossing to the confluence of the Mississippi and Minnesota Rivers.

- 1) **Strategy Summary:** Repair, stabilize, and prevent erosion along the Winchell Trail. Plan and implement low-impact improvements to increase safety and the use of the trail as a walking trail.
- Who:** Park Board
- What:** Increase social stability by improving recreational opportunities and safety by implementing trail improvements.
- When:** 1995, 1996, 1997, 1998, 1999
- Resources:** \$18,000 NRP funds
Park Board
Mississippi River National River and Recreation Area (MnRRA)
National Park Service funding programs
Legislative Commission on Minnesota Resources
Hennepin County

Objective 2: Improve vegetative cover and decrease litter.

- 1) **Strategy Summary:** Conduct regular, periodic planting of native species. Weed non-native species. Clean-up along the river.
Who: Seward Neighborhood Group and adjacent neighborhoods
What: Provide a safe and healthy environment and improve the physical structure of the neighborhood to make Seward a more desirable place to live, work, and recreate.
How: Develop plans and obtain landscaping materials from state and other organizations to plant, weed, and clean up along the river.
When: 1995, 1996, 1997, 1998, 1999
Resources: \$5000 NRP funds
Park Board
County Extension Service
MN Department of Natural Resources (DNR)
Cedar Riverside PAC
In-kind volunteer labor

Objective 3: Develop greater understanding of the river.

- 1) **Strategy:** Work with MnRRA to investigate the feasibility of placing interpretive signs along the river and at Matthews Center.
- 2) **Strategy Summary:** Develop a self-guided natural history and tour booklet
Who: Seward Neighborhood Group
What: Increase social stability by enhancing residents' and visitors' sense of neighborhood identity.
How: Work with the Historical Society, MnRRA, and others to develop a self-guided natural history and tour booklet excerpted annually in the *Seward Profile* and distributed at park buildings in the neighborhood and along the river.
When: 1995
Resources: Seward Neighborhood Group

Objective 4: Assure that Seward's river interests are represented in all governmental planning efforts.

- 1) **Strategy:** Receive regular policy and planning updates from Minneapolis Park Board and Planning Department.

GOAL #3: Increase the quantity and quality of green space and wildlife.
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- Objective 1: Create, maintain, and promote several community gardens to serve as horticulture demonstration/education and mulch distribution sites.**

- 1) **Strategy Summary:** Purchase and develop two community garden sites within the neighborhood, a flower garden at Triangle Park, a school nature area at Matthews Park, and a garden or greenhouse at Seward Montessori.¹²

Who: Seward Neighborhood Group

What: Develop green spaces, thereby 1) providing a healthy environment, 2) improving the physical structure of the neighborhood, and 3) creating educational opportunities for youth.

How: Purchase the existing community garden site (currently rented) at the northeast corner of 25th Street and 35th Avenue to secure its future use and develop an additional site. Work with Seward Redesign to develop a community flower garden at Triangle Park at 26th Street and Franklin Avenue. Develop a community/school garden at Seward Montessori School and/or restore the greenhouse to Seward School. Develop an area of native plants in Matthews Park. These sites will serve as horticultural demonstration/education sites, sites for bulk distribution of mulch, environmental education, training and/or income production sites for neighborhood youth.

When: 1995, 1996, 1997, 1998, 1999

Resources: \$15,000 NRP funds
Seward Redesign
School Board/Seward Montessori School
School Nature Area Project
Park Board
MN State Horticultural Society (MN Green)
Center for Sustainable Resources
In-kind student labor

Objective 2: Enhance entries into Seward with landscaping.

- 1) **Strategy Summary:** Develop green "gateways" along Franklin Avenue.

Who: Seward Neighborhood Group

What: Enhance the physical structure of the neighborhood and increase economic stability to increase the desirability of the neighborhood as a place to live, work, and shop.

How: Develop green "gateways" at the intersection of Franklin Avenue and River Road and the intersection of Franklin and Cedar Avenues to enhance neighborhood identity and the appearance of entries into the neighborhood.

When: 1995, 1996, 1997, 1998, 1999

Resources: Gateway Project

Objective 3: Improve the public and private urban forest.

- 1) **Strategy Summary:** Work with the Minneapolis Parks and Recreation Board Forestry Division to plant approximately 150 boulevard trees (\$50 bareroot, \$90 balled and burlapped plus \$25/tree planting fee).

Who: Park Board Forestry Division

What: Improve the physical structure of the neighborhood, provide for a healthy environment, and educate residents to make Seward a more desirable place to live and work.

How: Work with MPRB Forestry to develop a reforestation plan for the neighborhood. The Forestry Division will plant, mulch, apply bark protection, prune, and provide the first two waterings for each tree, coordinate a "Tree Care Clinic" and help institute an "Adopt-A -Tree" program. Neighborhood volunteers will participate in Adopt a Tree program and water trees

during dry periods during the first five years.

When: 1995, 1996, 1997, 1998, 1999

Resources: \$10,000 NRP funds (cost of trees and replacements)
Approximately \$35,000 in-kind Park Board (maintenance, education, planting)
In-kind volunteer labor for "Adopt-A-Tree" program

- 2) **Strategy:** Work with Department of Public Service and public utilities to investigate the feasibility of burying power, phone, and cable lines on Franklin Avenue to eliminate the need for radical pruning.

GOAL #4: Prevent pollution and promote responsible management of waste, energy and water conservation, and use of alternative energy sources.

Objective 1: Provide information on solid, hazardous, water, and energy wastes.

- 1) **Strategy Summary:** Work with the city to develop and annually distribute booklets on waste prevention for residents, businesses, and public institutions.

Who: Seward Neighborhood Group

What: Provide a safe and healthy environment by educating the public about waste prevention.

How: Mail the city's "Preventing Waste in Minneapolis" booklet annually to neighborhood residents with their recycling calendar and distribute to block clubs and to participants in the annual clean sweep. Include an insert with locations of household hazardous waste drop-offs, contacts for energy and water audits, energy conservation tips, and financing programs for household energy and water conservation improvements.

When: 1995, 1996, 1997, 1998, 1999

Resources: City Recycling
Public Works
MN Office of Environmental Assistance
Office of Waste Management
Hennepin County

- 2) **Strategy Summary:** Produce and/or make available educational videos demonstrating waste management and conservation practices.

Who: Seward Neighborhood Group

What: Provide a safe and healthy environment by educating the public about waste reduction, recycling, energy and water conservation, and other topics.

How: Develop videos in cooperation with MTN, Seward Montessori students, MN Office of Waste Management, Center for Energy and the Environment, Eco-teams, Habitat for Humanity, PRISM, and neighborhood volunteers.

When: 1995, 1996, 1997, 1998, 1999

Resources: In-kind contributions from the above mentioned agencies and individuals

- 3) **Strategy Summary:** Periodically evaluate the effectiveness of energy conservation measures by attaining baselines of neighborhood energy consumption and comparing them to later measures of consumption.

Who: Seward Neighborhood Group

What: Provide a healthy environment, increase economic stability, and educate residents and businesses.

How: Monitor energy consumption of residences and businesses.

When: 1995, 1996, 1997, 1998, 1999

Resources: NSP
Minnegasco

- 4) **Strategy Summary:** Sponsor an energy fair.

Who: Seward Neighborhood Group

What: Provide a safe and healthy environment and increase economic stability by educating the public about energy conservation.

How: The energy fair would be coordinated with the semi-annual King's Fair.

When: 1995, 1997, 1999

Resources: \$1500 NRP funds
NSP
Minnegasco
Center for Energy and the Environment

- 5) **Strategy Summary:** Support a model office complex and residence that meets strict environmental standards.

Who: TBD

What: Provide a safe and healthy environment and educate residents about environmental standards.

How: Work with a non-profit organization to plan and construct (or to rehabilitate an existing structure) to meet strict environmental standards and to provide educational opportunities for the public based on other model projects like the American Lung Association's Health House or the Earthways House in St. Louis.

When: 1995, 1996

Resources: Seward Neighborhood Group will seek an organization to facilitate the project.

Objective 2: Develop public and private initiatives to promote waste and pollution reduction measures.

Objective 2a: Reduce non-point source pollution.

- 1) **Strategy:** Work with Public Works Department to provide additional periodic street sweeping.

- 2) **Strategy Summary:** Develop an annual mailing with non-point source pollution prevention tips.
Who: Seward Neighborhood Group, Public Works
What: Provide a safe and healthy environment by reducing and educating public about properly disposing of household and hazardous waste.
How: Mail residents information once a year with their water/sewer/solid waste bill on the importance of preventing household and lawn chemicals and pollutants from entering the ground water.
When: 1995, 1996, 1997, 1998, 1999
Resources: Seward Neighborhood Group
Public Works
- 3) **Strategy:** Continue the storm water drain stenciling program by working with Public Works, the SNG youth program, and Seward Montessori students to stencil drains with the message "Don't Dump – Drains to River."
- 4) **Strategy Summary:** Place four recycling/trash containers in high traffic areas.
Who: Seward Neighborhood Group
What: Provide a safe and healthy environment by educating the public about waste reduction and facilitating disposal and recycling of waste.
How: Commission four multi-compartment recycling/trash containers with "Reduce/Reuse/Recycle" illustrations from the MN Office of Waste Management.
When: 1995
Resources: MN Office of Waste Management
In-kind labor Seward Montessori students

Objective 2b: Reduce pollution in Seward.

- 5) **Strategy Summary:** Work with public agencies to identify and remediate polluted sites in Seward and to prevent future on-site pollution.
Who: Seward Neighborhood Group
What: Provide a safe and healthy environment and return land to productive use by eliminating health hazards through removal of hazardous waste and pollution.
When: 1995, 1996, 1997, 1998, 1999
Resources: MN Pollution Control Authority (identification of sites, possible funding)
Minneapolis Pollution Control (identification of sites, possible funding)
Businesses and property owners (funds for clean-up)
MCDA (funds for clean-up) Seward Neighborhood Group will facilitate applications to appropriate MCDA programs
- 6) **Strategy:** Explore air pollution prevention opportunities.

Objective 2c: Initiate waste reduction measures

7) Strategy Summary: Sponsor 18 Eco-teams.

Who: Seward Neighborhood Group

What: Provide a safe and healthy environment by assisting and educating families to reduce negative impacts on the environment.

How: Purchase 18 Eco-team workbooks from Global Action Plan of Minnesota for use by three teams of six households who will work together to reduce their families' impact on the environment. The Seward Neighborhood Group natural environment staffperson will support the teams and report on their achievements.

When: 1995, 1996, 1997, 1998, 1999

Resources: \$630 NRP funds for Eco-team workbooks
In-kind volunteer labor

8) Strategy: Promote and support expansion of city recycling pickups to include junk mail and office paper and investigate other sources for recycling such paper.

9) Strategy Summary: Explore and, if feasible, implement reuse options and delivery of chipped yard waste to residences and community gardens.

Who: Park Board

What: Provide a healthy environment by reducing waste and supporting community gardening.

When: 1995

Resources: \$500 NRP funds.
Park Board
Public utilities

10) Strategy: Work with Hennepin County to provide mobile household hazardous waste collection and waste exchange units during clean sweeps.

11) Strategy: Work with Seward Redesign, MCDA, American Institute of Architects, and the Seward housing office (see Residential Development strategies) to promote energy efficiency standards for new construction and renovation.

12) Strategy: Work with public and private agencies to emphasize waste reduction in policies and procedures.

13) Strategy: Provide information and assistance to decrease residential and small business sources of waste and pollution.

Objective 3: Develop alternative energy generation capacity.

1) Strategy Summary: Develop home and business loans and grants for solar and energy generation equipment.

Who: Seward Neighborhood Group

What: Provide a safe and healthy environment by supporting alternative energy use.

When: 1995, 1996, 1997, 1998, 1999

Resources: MCDA Seward Neighborhood Group will facilitate applications to appropriate MCDA programs
Center for Energy and the Environment
MN Department of Public Service

U.S. Department of Energy
MN Renewable Energy Society

- 2) **Strategy Summary:** Plan and secure funding for the use of solar and wind generators in model projects with an educational component in Seward similar to the Battle Creek Elementary Environmental Magnet project in St. Paul. Support and promote similar projects throughout the city.
Who: Seward Neighborhood Group
What: Provide a safe and healthy environment and create educational opportunities by supporting alternative energy model projects in public spaces.
When: 1995
Resources: \$36,000 NRP funds
\$300,000 federal and foundation grants
MN Renewable Energy Society
American Wind Energy Society
MN Department of Public Service
Legislative Commission on Legislative Resources
U.S. Department of Energy
- 3) **Strategy:** Investigate the feasibility of electrical co-generation and biomass energy generation.

Section V: Transportation

TRANSPORTATION - \$73,000 NRP FUNDS (\$1,590,840 OTHER FUNDS)

VISION STATEMENT: The Seward Neighborhood encourages the reduction of dependency on automobiles by providing non-automotive transportation choices and infrastructure, and access to communication and information technologies. In keeping with the residential nature of the neighborhood, a safe, quiet, and efficient local neighborhood transportation network is provided. Transportation alternatives, plans, and designs that cause the least amount of neighborhood disruption are promoted. Seward participates in a convenient and efficient transportation system for the metro area.

GOAL #1: Promote transportation alternatives to single-occupancy automobile use.

GOAL #2: Minimize negative transportation impacts.

GOAL #1: Promote transportation alternatives to single-occupancy automobile use.

Objective 1: Plan, design, and implement a year-round bicycle transportation system for the neighborhood that is consistent with the bicycle plan for the metropolitan area and provides service to other metropolitan destinations.

- 1) **Strategy Summary:** Develop three bicycle commuting routes and connect them to existing and proposed routes: (1) an east-west route that connects to the Midtown Greenway and crosses the river on the railroad bridge, (2) from the Franklin Avenue Bridge to Hiawatha bicycle corridor, and (3) from the Midtown Greenway to downtown along the railroad corridor.

Who: Public Works

What: Improve the physical infrastructure and economic stability by increasing transportation alternatives and improving access to businesses, services, places of employment, and city-wide bicycle commuting routes.

When: 1995, 1996, 1997, 1998, 1999

Resources: \$48,000 NRP funds
\$1,370,840 Federal ISTEA funds (1997 or 1998 or 1999)
\$120,000 from other neighborhoods on Midtown Greenway
\$100,000 Public Works
Public Works
Additional funds for grading, retaining walls, etc. TBD
(Hennepin County Regional Rails Authority, MnDOT)

- 2) **Strategy:** Work with Public Works to support installation of bike racks on buses, at bus stops, and at businesses.

- Objective 2:** Develop a year-round pedestrian and wheelchair friendly environment throughout the neighborhood.
- Objective 3:** Develop transit choices that support bicycle, pedestrian, and wheelchair systems.
- Objective 4:** Ensure that non-automotive access to all transit stops is convenient and comfortable.
- Objective 5:** Develop access to state-of-the-art communication and information system technologies for all individuals and businesses in the neighborhood.
- 1) **Strategy Summary:** Support the installation of fiber optic trunk lines and a public access site at Seward-Montessori's media center.
Who: School Board
What: Improve neighborhood infrastructure by creating public access to the information superhighway.
How: Work with the School Board and public utilities to install fiber optic trunk lines at Seward Montessori school that would be accessible to the public.
When: 1995
Resources: Seward Montessori School/School Board
 Department of Education
 Public utilities

GOAL #2: Minimize negative transportation impacts.

- Objective 1:** Develop a transportation network which reduces automobile traffic.
- 1) **Strategy Summary:** Work with Seward Redesign, MTC, and AIA to design and secure federal ISTEA funds to construct 1) a transit hub at Franklin and Cedar as part of the revitalization of the west end of Franklin Avenue, and 2) a modified bus shelter at 27th and Franklin as part of bank block redevelopment (see Economic Development strategies) that include informational kiosks.
Who: MTC, Seward Redesign
What: Improve infrastructure by increasing the efficiency, accessibility, and availability of public transportation amenities.
When: 1995, 1996, 1997
Resources: \$15,000 NRP funds
 Seward Redesign
 American Institute of Architects (AIA)
 MTC
 Federal ISTEA funds
- 2) **Strategy:** Work with Public Works to provide light timing on Franklin and Minnehaha that moves traffic more efficiently and without bleeding into residential areas.

- 3) **Strategy Summary:** Work with Public Works and private consultants and secure approval from the neighborhood to revise and implement the city's traffic plan.

Who: Seward Neighborhood Group

What: Improve infrastructure and desirability of the neighborhood as a place to live and work by

How: Increase safety and reduce the negative impacts of traffic flow.

When: 1995

Resources: \$10,000 NRP funds

Public Works

Private contractors and consultants

- 4) **Strategy:** Work with businesses to develop and implement alternative transportation plans.

- 5) **Strategy:** Support a light rail transit stop in or adjacent to the neighborhood.

- 6) **Strategy Summary:** Annually publish a Seward transportation guide in the *Seward Profile*.

Who: Seward Neighborhood Group

What: Increase economic and social stability by providing access to information about transportation alternatives to services and places of employment.

When: 1995, 1996, 1997, 1998, 1999

Resources: Seward Neighborhood Group

Seward Profile

Objective 2: Develop land use strategy that complements the transportation system plans.

Objective 3: Develop a local neighborhood transportation system.

Objective 4: Maintain sound levels at or below present averages.

- 1) **Strategy Summary:** Work with MnDOT to plan and install landscaping and erect sound walls along I-94.

Who: MnDOT

What: Provide a safe and healthy environment and improve physical structure to increase the desirability of the neighborhood as a place to live and work.

When: 1995

Resources: MnDOT funding for sound wall

In-kind volunteer labor for landscaping

- 2) **Strategy:** Request updates from the Metropolitan Airports Commission and the City Council on any changes to the airport that might increase noise levels.

- 3) **Strategy:** Work with city police and emissions testing stations to enforce noise ordinances and provide information about noise ordinance enforcement to residents.

Objective 5: Develop a parking strategy for the neighborhood that provides adequate, safe, and accessible parking for residents, workers, and visitors to the neighborhood.

1) **Strategy Summary:** Work with businesses to landscape parking areas.

Who: Seward Neighborhood Group

What: Improve physical structure and safety to increase the desirability of the neighborhood as a place to live and work.

When: 1995, 1996, 1997, 1998, 1999

Resources: Possible matching funds from businesses
Seward Civic and Commerce Association
Seward Redesign

Footnotes to Seward Action Plan

1. This strategy is also an "Early Access" which has been approved by the Minneapolis City Council at their December 16, 1994 meeting. A contract will be developed for this strategy after your legal opinion approval is provided, hopefully through this clarification. The program is designed to acquire, rehabilitate, or demolish blighted properties as identified by the MCDA and the neighborhood. It is the plan of the residential committee to have the \$100,000 Early Access funds available for the MCDA, Seward Redesign Inc., and Seward Neighborhood Group (SNG) to ensure that a decision and action be made on vacant and/or blighted properties in a timely fashion. This program will help avoid the incidence of problem homes or properties that sit over time unattended or possibly sold to absentee landlords with a lack of commitment to the neighborhood or property maintenance.
2. Essentially the neighborhood residential volunteer committee and the Seward Neighborhood Group are committed to accessible and livable housing for disabled people, regardless of whether or not it involves new construction or a renovation to an existing property. The resources for this strategy are designated as part of the funds found in Goal 1, Objective 2, Strategy 1. The universal design principles (when construction is planned so that it can be easily adapted for accessibility for the disabled, but is not necessarily accessible) for accessibility will apply in new construction. The neighborhood has a high concentration of people with disabilities living in the neighborhood in multiple unit buildings. Additional new homes that provide access will provide an increased opportunity for people to stay in the neighborhood and live independently in their own homes.
3. These are funds set aside for educational opportunities for low income families with children ages 6-12 years old who could not otherwise participate in a summer camp curriculum. Camp curriculum includes such activities as skill development in conflict management, problem-solving and education about tolerance, nonviolence and living in community. Community involvement with the children of Seward helps to build and strengthen community as well as improving the safety for the families and children living in Seward. The funds will be used for scholarships over the next five years to help families afford and participate in the program. The funds will be administered by the Community Education Program in cooperation with Seward Montessori School for the community of St. Martin which provides the camp program for children of any denomination throughout the Seward neighborhood. The emphasis for funding will be designated low income families.
4. The presence of graffiti throughout the neighborhood is a detriment to the livability and safety of residents. The graffiti is more prevalent in the Seward neighborhood than ever before. The current and future economic viability and neighborhood safety is a concern if this trend is not stopped and reversed. Rather than buy a machine to remove the graffiti (the neighborhood does not want to have the liability, maintenance and storage concerns), the intention is to rent a machine as needed. The remover (sandblaster) will be used by the staff and volunteers of SNG to remove graffiti from private and public properties such as fences and/or garages that are adjacent to public properties such as Matthews Center and Seward School. This program will both prevent and decrease the incidence of vandalism and presence of graffiti and will involve neighbors, business owners, public property staff and neighborhood volunteers. This program will be done with the authorization of the property owners both public and private. SNG will also seek assistance from the City Inspections Department where appropriate.

5. Seward neighborhood has an unusual mix of land use within its boundaries: residential, many churches, a school, a park, high-rises serving Seniors and disabled populations and extensive business and industrial areas. The neighborhoods Arts and Culture and Economic Development subcommittees combined one of their goals to serve the large and expanding arts community through the renovation of a blighted property in the South Seward industrial section of the neighborhood. The neighborhood NRP funds will be used to restore the blighted property. NRP funds will not be used to equip the facility for future use. The neighborhood will work with the MCDA to secure the property and implement the rehabilitation construction. It is the intention of the neighborhood to work with Art Space, Seward Community Education in cooperation with Seward School and other public and private organizations to provide studio arts education, programs and working space. Residential properties adjacent to the property will have direct benefit from the reinvestment and improved building use. The studio arts building accomplishes three things: the renovation of an existing, blighted structure for neighborhood reuse, removes an existing problem in a blighted building and provides direct benefit to the neighborhood by improving livability.
6. NRP funds for this activity leverage existing neighborhood resources to the maximum by involving the educational and leadership talent from the Playwrights Center. The Playwrights Center is a nonprofit performing arts organization located in Seward on Franklin Avenue. The Playwrights Center is recognized city wide as well as nationally for its expertise in the performing arts. This performing arts and education program will also leverage neighborhood facilities including Matthews Center and the Seward School. The Curriculum for this program is part of a neighborhood effort to build a stronger community. It will provide a neutral environment for learning by residents and focus on seniors, teens, children and neighborhood artists. The grants will be used by the participants that will be involved in the production and performance. Production and performances will be of intergenerational nature and will be administered by Seward Community Education in conjunction with the Playwrights Center.
7. SNG is 33 years old and is a major positive influence in the neighborhood. The office space for the administration and implementation of NRP programs and the SNG's current programs is inadequate. The neighborhood is planning a relocation to blighted property retrofitted to office and conference use, reinvesting dollars into an existing neighborhood structure with benefit to nearby homes and businesses. The funds will also provide for the administration costs associated with the relocation, administration and implementation of NRP activities and will finally provide adequate working space for staff and volunteers. It is the intent of the neighborhood to select a location that will be highly visible and accessible to the neighborhood constituents. SNG intends to secure other nonprofit organizations to be tenants of the new office location. Seward's long range plan includes fundraising and grant writing to ensure that funds are available for the SNG office and administration after the NRP implementation funds are used completely.
8. The neighborhood accomplishes a number of its goals with the increased lighting along Franklin Avenue. The primary purpose, however, is to increase safety for residents by increasing the levels of lighting along the street and pedestrian sidewalks. The increased lighting is an integral part of the NRP in the restoration of the Franklin Avenue corridor from Cedar Avenue to the Mississippi River.
9. NRP funds will be used to help the neighborhood leverage dollars from the owner and developer of 27th Avenue and Franklin Avenue. This site is polluted from a former dry-cleaning business and the area has been left unusable. NRP funds will be used for site preparation and clean up.

10. The west end could possibly be the most challenging portion of Franklin Avenue because of the need to revitalize is so great. NRP funds will help to leverage private dollars as well as begin the reinvestment and renovation of blighted properties through site preparation, restoration of polluted land and reuse of space. Reinvestment by business owners and new development strengthens economic endeavors and improves safety and security in an area that is deteriorating.

11. The SNG will include the Natural Environment activities for implementation through a staff position. The staff and volunteers in cooperation buy energy and safe home products and services that will help to reduce energy consumption and improve health. Products and services will be available to residents through this program based on need and ability to pay. The neighborhood is taking a wholistic approach by conducting a cooperative community buying program that is economically sound and provides safe and healthy home and work environments for its residents and workers. The "green home" is a phrase that denotes a home that is free of any health hazards and is successful in dealing with its energy consumption and disposal of waste. Energy audits will also be conducted in homes that are part of the 1995 Seward Home Improvement program as well as well, indicating the neighborhoods commitment to safety, health and livability concerns.

12. The gardens at the Seward Montessori School and Matthews Park are publicly owned entities. NRP funds are appropriate to help build community. SNG staff and volunteers will develop and maintain the garden sites. NRP funds will be used for gardens located at Seward Montessori School and Matthews Park and at any suitable publicly owned property.

APPENDIX A

SEWARD NRP STEERING COMMITTEE PARTICIPATION

Constituency Representatives

Matthews Center Activities Council Tom O'Meara 2633 35th Avenue Minneapolis, MN 55406 729-0047	Diane Moe 5700 16th Avenue South Minneapolis, MN 55417 348-3569	Cam Gordon 914 Franklin Terrace Minneapolis, MN 55406 332-6210
Seward Block Clubs Nan Kruse 2547 37th Avenue Minneapolis, MN 55406 724-6605	Seward Redesign Linda Felix 2411 24th Avenue South Minneapolis, MN 55406 721-2303 (H) 943-8070 x 323 (W)	Patrice Koelsch 2633 34th Avenue South Minneapolis, MN 55406 722-3813
Seward Civic and Commerce Association Len Anderson (alternate) 2817 Riverside Avenue Minneapolis, MN 55406 721-7704	David Gagne 3517 East 26th Street Minneapolis, MN 55406 724-0651	Paul Moberg 3015 East 25th Street Minneapolis, MN 55406 724-9167
Mark Thorkildson (alternate) Norwest Bank 2600 East Franklin Avenue Minneapolis, MN 55406 667-1377	Seward Self-Employed People Karen Solgård 2509 34th Avenue South Minneapolis, MN 55406 724-5540	Mary Jane Mueller 2626 30th Avenue South Minneapolis, MN 55406 724-3055
Seward Council of Churches Tom Ewald 810 Thornton Street Minneapolis, MN 55406 338-1345	Seward Social Clubs (vacant)	Steven Pease 2121 South 9th Street #206 Minneapolis, MN 55404 340-9601
Seward Montessori PTSO Dennis Rains 2316 28th Avenue South Minneapolis, MN 55406 729-8120	Seward Square Tenant Association Marge Wentworth 2121 South 9th Street #317 Minneapolis, MN 55404 338-4289	Erik Riese 2509 29th Avenue South Minneapolis, MN 55406 338-8729
Seward Neighborhood Group Tim Johnson 2119 23rd Avenue South Minneapolis, MN 55406 375-0010	Seward Towers and Sr. Citizen High-Rises Ann Berres (alternate) 2910 East Franklin Avenue Minneapolis, MN 55406 332-4258	Ron Schlatter 2542 37th Avenue South Minneapolis, MN 55406 729-2311
Gunnar Nelson 3326 East 26th Street Minneapolis, MN 55406 623-8282	Joyce Lalor (alternate) 2910 East Franklin Avenue Minneapolis, MN 55406 332-4271	Amy Schmidt 2410 30th Avenue South Minneapolis, MN 55406 722-4573
Claudia Peppey 2307 27th Avenue South Minneapolis, MN 55406 729-7897	Virginia Reilly (alternate) 2728 East Franklin Avenue #508 Minneapolis, MN 55406 333-3188	Dan Turner 2633 34th Avenue South Minneapolis, MN 55406 722-3813
Mike Trdan 2524 35th Avenue South Minneapolis, MN 55406 722-6771	Neighbor Representatives Daniel Devoe 2619 29th Avenue South Minneapolis, MN 55406 722-4703	Dick Westby 2901 East 24th Street Minneapolis, MN 55406 722-2853 (H) 721-6320 (W)
Seward Neighborhood Revitalization Plan		Trina Wicklatz 2024 25th Avenue South Minneapolis, MN 55406 332-6017

APPENDIX B

Collaborative Contacts and Jurisdictions Attending Meetings

Mary Arpan	MCDA-Residential Financing	Jan Leskey	Powderhorn Redevelopment Co.,
Maureen Bassinet	Minneapolis Public Schools	Kelly Lindquist	Artspace Projects
Jack Becker	Forecast Public Art	Phill Lindsay	MCDA - Arts Econ Dev.
Tom Becker	Asst. Dir. of Transportation	Trudy Maloney	Minneapolis Health Dept.
Pat Behrend	CCP/SAFE	Mary Manning	Public Health
John Bowman	CCP/SAFE	Curt Milburn	Seward Neighborhood Group
Martha Bradley	High-rise Council	Bob Miller	NRP/CARE
Carol Brusegar	CCP/SAFE	Minnesota Shade Tree Advisory Committee	
Cat Burns	Cedar Riverside PAC	Gayle Mitchell	Minneapolis Health Dept.
Chuck Callendar	First Bank/FBS	Diane Moe	Matthews Park
Joan Campbell	Minneapolis City Council	Michael Monahan	Minneapolis Public Works
Charles Curtis	MCDA-Business Finance	David Moore Jr.	Playwrights' Center
Jeanette Deardorff	T.C.F. Bank	Holly Morris	Hennepin County MIS
Caren Dewar	Seward Redesign Inc.	Mary Morse	Sustainable Resources Center
John Dillery	MTC	Phillip Muessig	Office of Waste Management
Carol Dixon	Minneapolis City Planning	Jean Neuman	Principal Seward Montessori
Barbara Droher	Hennepin County Planning and Dev.	Grace Norris	Greater Minneapolis Day Care Assoc.
Pat Dumholt	Minneapolis Parks Forester	John Ohlke	Habitat For Humanity
Maureen Durand	Minneapolis Park Board	Carolyn Olson	GMMHC
Duane Fisher	GMMHC	Claire Olson	League of Women Vor
Martha Frey	Heritage Preservation	Mike Osmonson	MCDA-Inspections
Muffy Gabler	Norwest Bank	Inspector O'Rourke	Third Precinct
Jim Gabler	MCDA-Multiple Family Housing	Alle Reis	Seward Neighborhood Group
Susan Goldberg	Minneapolis Public Library	Rita Rocheford	NRP/CARE
Gail Graham	Seward Co-op	Pat Rosaves	Realty Center
Pam Haats	Hennepin County Planning & Dev.	Jerry Schwinghammer	City Planning
Phil Hagedorn	MCDA-Industrial Dev.	Steve Strehlo	CCP/SAFE
John Heft	MCDA-Citizen Participation	Wayne Takashita	County Svcs. to Seniors & Disabled
Officer Gary Hein	CCP/SAFE	Bruce Taylor	Minneapolis Health Dept.
Mary Jane Heinen	MN Renewable Energy Society	Don Thompson	MCDA-Hazardous Waste
Nancy Hite	YWCA	Scott Thompson	MTC
Charles Hogan	Hennepin Co. Children & Family Services	Kathy Thurber	Minneapolis City Council
Rex Holzemer	Community Initiatives Program	U.S. West	Information Super Highway
John Horvedt	Minneapolis Public Works	Gary Wepley	MCDA-Business Finance
Dejunius Hughes	Artspace Projects	Sandy Welsh	Minneapolis Park Board
Carol Kelleher	T.C.F. Bank	Dick Westby	Seward Community Ed.
Dorothy Johnson	MN State Horticultural Society	Dave Wickstrom	MCDA-Commercial Dev.
Pat Johnson	Phillips Community Initiatives for Children	Charles Williams	MN Housing Finance Agency
Mary Lawson	Minneapolis Public Library	Janet Williams	Family and Children Service
Jerry LePage	MCDA-Single Family Housing	Rosemary Young	Metro. Ctr. for Independent Livi.

APPENDIX C

Seward NRP Meeting Dates

Outreach Task Force 1993

Sept. 8
Sept. 21
Oct. 7
Oct. 27
Nov. 9
Nov. 22

Neighborhood Meetings

Dec. 1, 1993
Jun. 22, 1994
Oct. 5
Nov. 2

NRP Steering Committee

Dec. 13, 1993
Jan. 5, 1994
Jan. 26
Feb. 23
Mar. 23
Apr. 27
May 25
Jun. 15
Jun. 22
Jul. 27
Aug. 24
Sept. 14
Sept. 21
Sept. 28
Oct. 5
Oct. 12
Oct. 19
Oct. 26
Nov. 2
Nov. 23

Neighborhood Training 1994

Jan. 19 Early Access
Apr. 9 Action Committees
Apr. 16 Goals & Objectives
Sept. 8 Strategies
Oct. 12 Prioritization

ACTION COMMITTEE MEETINGS

Economic Development and Transportation 1994

Jan. 1
Feb. 1
Feb. 7
Feb. 22
Mar. 8

Mar. 21
Mar. 22
Apr. 5
Apr. 16
Apr. 25
May 3
May 24
Jun. 7
Jun. 22
Jul. 12
Jul. 18
Jul. 26
Aug. 2
Aug. 9
Aug. 16
Aug. 23
Aug. 29
Sept. 6
Sept. 8
Sept. 13
Sept. 20
Sept. 27
Oct. 5
Oct. 17

Natural Environment 1994

Feb. 7
Feb. 21
Mar. 7
Mar. 21
Apr. 4
Apr. 16
Apr. 18
May 2
May 16
Jun. 22
Aug. 1
Aug. 8
Aug. 15
Aug. 22
Aug. 29
Sept. 8
Sept. 12
Sept. 19
Oct. 5
Oct. 17
Oct. 24

Residential Development 1994

Feb. 7
Feb. 21
Mar. 7

Mar. 21
Apr. 4
Apr. 16
Apr. 18
May 2
May 16
Jun. 6
Jun. 22
Jul. 11
Jul. 18
Aug. 1
Aug. 9
Aug. 15
Aug. 22
Sept. 8
Sept. 12
Sept. 19
Sept. 26
Oct. 3
Oct. 5
Oct. 10
Oct. 17

Social Environment 1994

Jan. 31
Feb. 7
Feb. 28
Mar. 7
Mar. 28
Apr. 4
Apr. 16
Apr. 25
May 2
May 23
Jun. 6
Jun. 22
Jul. 11
Jul. 18
Jul. 25
Aug. 1
Aug. 8
Aug. 11
Aug. 15
Aug. 22
Sept. 8
Sept. 12
Sept. 19
Sept. 26
Oct. 5
Oct. 17

APPENDIX D
SEWARD NEIGHBORHOOD SURVEY
CROSS-TAB NARRATIVE - February, 1994

HOUSING

The neighborhood survey has been cross referenced by demographic response to the questions on housing. Demographic information includes race, age, gender, owner/renter, and disability. There appear to be few issues strongly identified as major problems or concerns on the base survey; however, there are some subtle indications between demographic groups worth noting.

There seems to be little knowledge of ("don't know") upper market home or upper market apartment availability by all demographic groups. This may be caused by low interest in, little demand for, or limited availability of, upper market housing.

Affordable housing (both rental and owner occupied) is more frequently viewed as "good" by those who identified themselves as White, Asian, or Other, and "fair" by those who identified themselves as Black, Native American, or Bi/Multi Racial. Native Americans and Bi/Multi Racial respondents rated the condition of housing on their block as "fair," while all other groups rated condition as "good." The total percent of minority represented in the survey was 7.2% plus 1.2% Hispanic origin, compared to the 1990 census indicating that Seward had a 13% minority population at that time. Since minorities may be somewhat under represented, more information gathered by targeting minorities with a mini-survey, interviews with selected minority-community leaders, or focus groups would be helpful. In the absence of additional information, it is fair to assume that Blacks, Native Americans and Bi/Multi Racial residents may be having problems affording the current rents in Seward Neighborhood and the affordable housing available may be in poorer condition.

Approximately half of all demographic groups rate Seward Neighborhood as a "good" place to live and 25% of all demographic groups rate Seward Neighborhood as an "excellent" place to live. This response is a strong indicator of the high degree of satisfaction with living conditions in Seward, even among those who indicated concerns with the affordability and condition of housing on their block.

Staff Notes:

- Gather more information from residents in southwest corner of Seward Neighborhood
- Protect full-range of housing options and increase number of affordable houses
- Resolve zoning conflicts where industrial zones overlay residential uses
- Identify blighted properties for immediate attention
- Increase home ownership opportunity
- Verify housing condition codes
- Target home improvements to condition code 6 and 7
- Target home removal/replacement to condition code 8 and 9

SEWARD NEIGHBORHOOD SURVEY

CROSS-TAB NARRATIVE - February, 1994

CRIME AND SAFETY

The Seward Neighborhood survey has been cross referenced by demographic response to the questions on crime and safety. Demographic information includes race, age, gender, owner/renter, and disability. Approximately 1/3 of all survey respondents self-reported that they had been victims of crime. The survey does not provide information as to where the crimes occurred; we can assume that home and garage burglaries occurred in the neighborhood, but we do not have information to determine if the other types of crimes were actually committed in Seward.

All respondents more frequently indicated that they felt safe in their home, but people felt less safe waiting for the bus, outside the home, and in the park (listed in increasing order of concern). It appears that disabled respondents feel more vulnerable in all settings than do non-disabled respondents, but the survey percentages indicate that they have actually been victims of crime less frequently than the non-disabled.

Security of property is rated "fair" to "poor" by all respondents, and is most often indicated on the type of crime matrix. Home owners experience more property crime, while renters and disabled (who appear to be a sub-set of renters), experience the full range of crime - from personal to property crime.

Opinion of street and alley lighting seems to be fairly evenly split between "good" to "excellent" (41%) and "fair" to "poor" (50%) by all respondents; except, women, renters, disabled, and 20 to 45 year-old respondents tended to lean towards the "fair" indicator. A lighting survey would be helpful to identify problem areas - particularly around the park, where all respondents felt unsafe. Inadequate lighting may be a contributing factor to the high property crime rate.

The most interesting aspect of the crime and safety section is that the most frequent response to the block club question is "don't know." Block clubs appear to be unknown or even invisible.

Staff Notes:

- Expand Block Clubs
- Request Police on foot, bike, or with dog
- Lighting survey to identify problems areas
- Make safety on street a Public Health issue
- Increase alley patrol
- Make Park Police more visible

SEWARD NEIGHBORHOOD SURVEY

CROSS TAB NARRATIVE - February, 1994

TRANSPORTATION

The neighborhood survey has been cross referenced by demographic response to the questions on transportation. Demographic information includes age, race, gender, owner/renter, and disability. Generally, transportation is an important issue for all demographic groups. There are aspects that seem to be somewhat more important and could be addressed first.

People in each group were very concerned about issues related to cars and traffic. Most considered the current control of traffic and pollution to be "fair" (33%) or did not know (29%). When the "very concerned" and the "somewhat concerned" categories are combined, the percentages are very high. The most concern is for speeding vehicles (95.3%). Others are level of traffic (94%), traffic noise (89.7%), air pollution from vehicles (88.8%), and traffic congestion (84.5%). Availability of parking was also very important for renters, not so much so for other groups.

Transportation alternatives are also viewed as important in Seward. The highest concern was for walkability in the neighborhood. All demographic groups basically agreed, with most responses being very important (75%). Bus service is also viewed as important, especially for disabled and renters. Commuter bike paths were seen as slightly more of a priority than recreational paths, especially for the disabled and the home owners. According to the survey, the lowest priority for transportation changes in Seward is light rail.

Staff Notes:

- Increase Police patrols to slow down traffic
- Sponsor "Bike to Work" days or other activities that might increase feeling of community while decreasing car use
- Sponsor bicycle safety classes
- Also, refer to Crime and Safety narrative to see related issues (e.g. feeling safe at bus stops or walking in the neighborhood)

SEWARD NEIGHBORHOOD SURVEY

CROSS TAB NARRATIVE - February, 1994

ARTS AND CULTURE

The neighborhood survey has been cross referenced by demographic response to arts and culture questions. The demographic groups include race, gender, age, owner/renter, and disabled. While art and culture is desired by most groups in Seward, there are definitely priorities. Most groups were generally in agreement about the issues, but some groups (esp. renters, disabled) answered "don't know" more often. This may indicate that these groups are not as connected to the community as they could be.

Cultural activities for children were judged to be one of the highest priorities. This was especially true for those in the age groups that would have children (ages 20-59). Other cultural/ethnic festivals were judged to be important as well, especially for the younger age groups.

Most groups agreed that preservation of historical landmarks should be a definite priority for Seward. Those who were not in favor answered "don't know." This was mostly the renters and the older age groups (75 +), as well as the disabled.

The other arts and culture questions were mostly answered as "somewhat important." This includes Neighborhood Public Art, Cultural Diverse Food Stores and Shops, Access to Theater/Art Events and Places of Worship. These were all selected as being important to the community. Again, renters and disabled seem to be the least informed about these issues. The issues that were seen as not important are Ethnic Restaurants and Live Music/Night life. Night life had the least support, with about 55% saying "not important." There may be a concern that nightlife causes negative impacts, such as noise and crime.

Staff Notes:

- Find ways to connect people (esp. disabled, renters, senior citizens) to the community. Possibly a Welcome Wagon or other programs.
- Connect children with disabled or senior citizens, possibly to create art, hear stories, etc, thereby connecting these groups to each other, as well as to the community.
- Historical sites could be recognized somehow (signs, something else?)

SEWARD NEIGHBORHOOD SURVEY

CROSS TAB NARRATIVE - February, 1994

QUALITY OF EDUCATION

The neighborhood survey has been cross referenced by demographic groups to questions on the quality of education available here in Seward. The demographic groups include age, gender, race, owner/renter, and disabled. An overwhelming majority of each group is uninformed about all aspects of education. This can partially be explained by the number of children under age 18 living in Seward. The survey indicated approximately 19% of the households have children under 18.

The groups that were the least knowledgeable included the renters and those in age group 20-29, (there may be some overlapping in these two groups.) Their responses had 66% to 73.9% in the "don't know" category. In comparison, owners response was approximately 45% in this category. Of those who had an opinion, about 20% thought that the schools were "good," but very few said "excellent."

Of those who had an opinion, Quality of Education was rated most frequently in the "good" category (when the "don't know" category is not considered). Almost no one considers the schools to be either "poor" or "excellent." The schools might increase publicity so more residents will be more informed and both residents and schools can address problems which prevent Seward from being perceived as having an excellent school.

Staff Notes:

- More publicity for school to inform community about programs
- Create a special section for the school in the *Seward Profile*
- Find out why Seward School is not considered an excellent school (by doing another survey possibly)

SEWARD NEIGHBORHOOD SURVEY

CROSS TAB NARRATIVE - March, 1994

INDUSTRIES

The neighborhood survey questions concerning industries have been cross tabulated with the demographic questions. The demographic questions include age, race, gender, owner/renter, and disabled. The majority of Seward residents did not know about the quality of the industrial areas. This can partially be explained by a very low response rate by those who live nearest to the concentration of industry, which is along Minnehaha Avenue. These people would be more likely to have an opinion, since they are the ones who would feel the presence of industry the most.

Excluding the 46% that did not know, industries received a "fair" rating concerning the variety of jobs and services provided to the community. Perhaps more information could be made available to people so they know what kinds of industry are located here. Not many people knew about the willingness of industries to respond to community needs (55.1% "don't know"). There were not many selections of either "poor" or "excellent." Of those with opinions, most people chose "fair" (25%).

The industries were rated as "fair" neighbors by about 25% of the respondents and were rated "good" by approximately 21%. To increase people's perception of the industries being a neighbor, the industries might consider having open houses sometime during the year. The maintenance of industrial areas received nearly the same response as the previous question. The large numbers of "don't know" might be the result of the survey respondents not living near the industrial areas.

Staff Notes:

- Encourage industries to have open houses
- Staff is working on a business directory for the Seward Neighborhood
- Retarget southwest corner of Seward for more information about satisfaction with industries—possibilities could include further surveys or focus groups
- Investigate and promote job training programs

SEWARD NEIGHBORHOOD SURVEY

CROSS TAB NARRATIVE - March, 1994

BUSINESS/COMMERCIAL

The neighborhood survey questions on satisfaction with the business and commercial establishments have been cross referenced to the demographic question. The demographic questions include age, race, gender, owner/renter, and disabled. The majority of responses were "good" for each category. People were generally satisfied with the variety of stores, the quality of neighborhood businesses and with the maintenance of the commercial areas.

There was less satisfaction with the willingness of businesses to respond to problems, especially among the renters. There was also less knowledge concerning this (32% "don't know"). The businesses might benefit from open houses. This could make people feel more like neighbors with the businesses. The newer people in the neighborhood (renters esp.) would be able to benefit from this also.

The results seem to show that people are generally satisfied with the neighborhood businesses. However, the neighborhood would probably benefit from some more interaction between the people and the businesses.

Staff Notes:

- Open houses for businesses
- Staff is working on a neighborhood business directory
- Welcome wagon would help new people feel connected to community

SEWARD NEIGHBORHOOD SURVEY

CROSS TAB RESULTS - March, 1994.

CHILD CARE/YOUTH ISSUES

The Seward Neighborhood Survey questions regarding child care, park issues and youth issues have been cross tabulated with the demographic questions. Demographic questions include age, race, gender, owner/renter, and disabled. The majority of responses were "don't know" for these questions. This is probably due to these people not having children. The ones with opinions feel that the child care issues are "good" or "fair" with "poor" being very close. This division might mean that more child care is needed, as well as the existing care improved and/or publicized more.

Approximately 16% of respondents felt that Parent/Child activities were "good." Very few chose "excellent" or "poor." This was also true for after school activities and recreational programs for youth. People felt that jobs for youth were not as good or available, with the most common response being "fair" at 12.2% (excluding "don't know," which was 70%).

Staff Notes:

- Day care guide for parents
- Find more job opportunities for neighborhood youth, either in Seward or nearby neighborhoods
- More publicity for existing school programs, while adding new ones
- Investigate/promote youth job training programs

APPENDIX E

SEWARD NRP NEIGHBORHOOD SURVEY HIGHLIGHTS

December 1, 1993

Approximately 3700 surveys were distributed throughout Seward Neighborhood and 669 were returned in time for tabulation. A typical response to a written survey of this type is about 1% to 3% nationwide and about 10% Minnesota-wide. The Seward return rate of 18% to 20% is a significant response and adds a high degree of reliability to the survey results; a 10% to 20% return is considered to be statistically valid. As of today, an additional 29 surveys have been turned into the Seward NRP office.

The following summary highlights the survey responses (frequencies) for each topic area. Please refer to a copy of the survey, if you wish to see the frequencies for all of the questions (indicators). Except where noted, responses are given in% and each question totals to 100%. Keep in mind that not every person responded to every question. The statistician calculated the% against the total number of actual responses to the question, not the total number of surveys returned. Occasional references to data reported in the Minneapolis Homeowners 1993 Survey or the Seward Neighborhood Planning Information Base, Winter 1993 are intended to be informational only. A cross tabulation of the demographic questions to each of the quality of life questions is still in process. Further analysis of the data is still needed and will be provided during the Workshop Phase of the NRP process.

SURVEY HIGHLIGHTS

PRIORITY CONCERNS

Q1. How concerned are you about the following in your neighborhood?

Physical Environment: Most responses are in the "concerned" category. The most frequent response of "concerned" are General Neighborhood Appearance (55.9%), Appearance of Neighborhood Businesses (53.3%), and Parks and Recreation (52.2%). 41.6% of the respondents are "very concerned" about litter; however, the Seward Planning Base document reported that only 17% are concerned about litter.

Natural Environment: Most responses are in the "very concerned" category, most notably River Pollution (47.5%). The most frequent response of "concerned" is Ground Water Pollution (42.8%).

Social Environment: The responses are fairly evenly split between the "very concerned" and "concerned" categories. Respondents are "very concerned" about Crime and Safety (75.0%) and Increase in Poverty (49.0%). The most frequent response of "concerned" are Senior Citizen Issues (49.6%) and Youth Issues (47.3%).

Q2. Rate each of the following services in your neighborhood.

Most of the responses are in the "good" category. The most frequent response of "good" are Parks (58.9%), Street Maintenance (56.3%), Snow Removal on Streets (53.4%) Fire Protection (51.1%), Police (47.7%). The most frequent "excellent" response is Garbage and Recycling Collection (38.8%).

HOUSING

Q3. How do you rate your neighborhood on the following issues?

Most responses are in the "good" category. The most frequent response of "good" are Condition of Housing on My Block (54.8%) and Stability (length of residency) (45.1%). The most frequent "excellent" response is Availability of Affordable Homes (15.4%).

Q4. In your opinion how has housing changed in your neighborhood over the last five years?

Most responses are in the "no change" category.
The most frequent "no change" response is Availability of Family-sized Homes (44.8%).
The most frequent "improved" response is Condition of Housing on My Block (24.5%).
The most frequent "worse" response is Availability of Affordable Rental Units (11.4%).

Q5. Which of the following best describes you?

The respondents are fairly evenly represented by both home owners and renters/others.	
52.1% Owner-Occupant	The Seward Planning Base document reports
44.6% Renter	76.1% of Seward residential property is under
.6% Property owner (non-resident)	Homestead status.
2.6% Other	

Q6. If you are a property owner, have you invested in any home improvements in the last five years?

76.2% Yes
23.8% No

Q7. If you are a property owner, do you plan any home improvements or expansions in the future?

62.2% Yes
37.8% No

Q8. If your house needed major repair, would you be able to afford to get it fixed?

52.8% Yes

47.3% No

Q9. Would you consider major repairs or remodeling if affordable loans and grants were available?

75.8% Yes

24.2% No

Q10. Does your property need improvements?

6.5% Needs major work

19.2% Needs considerable work

55.1% Needs a little work

19.2% Needs no work

The Seward Planning Base document reported that 16.6% of homes in Seward Neighborhood were considered to be sub-standard.

Q11. What improvements would you like to make to your property?

The highest number of actual responses are Interior Remodeling (190) and Exterior Repair/Remodeling (152).

SAFETY

Q12. Rate your neighborhood on these crime and safety issues.

The most frequent response of "excellent" is Personal Safety in Your Home (17.9%).

The most frequent response of "good" is again Personal Safety in Your Home (59.0%).

The most frequent response of "fair" is Personal Safety Outside Your Home (44.2%).

The most frequent response of "poor" is Security of Property (cars, garages, etc.) (26.8%).

Q13. In the last five years, how has neighborhood safety changed.

42.8% responded that the neighborhood is a less safe place to live.

Q14. Have you been victimized by crime in the Seward Neighborhood in the last year?

36.8% Yes

63.2% No

SCHOOLS AND EDUCATION

Q15. In general, how would you rate the Minneapolis School System?

The most frequent response for all indicators is in the "don't know" category.

The most frequent response of "good" is Quality of Education (26.9%).

CHILDREN AND FAMILIES

Q16. How would you rate your neighborhood on the following family services issues?

Again the most frequent response for all indicators is in the "don't know" category. The most frequent response of "good" is Parks and Playgrounds (36.7%).

ARTS AND CULTURE

Q17. How important are the following arts and cultural features or activities to the quality of life in your neighborhood?

The most frequent responses are in the "somewhat important" category, Access to Theater and Other Arts Events in the Neighborhood (44.8%), Ethnic Restaurants (44.8%) and Neighborhood Public Art (44.2%). The most frequent "very important" response is Preservation of Historic Buildings and Landmarks (45.0%). The most frequent "not important" response is Live Music, Night Life (54.6%).

JOBS AND BUSINESS

Q18. How would you rate your neighborhood on the following business issues?

The most frequent responses are in the "good" category, Quality of Neighborhood Stores and Business (58.1%), and Are the Businesses and Stores Good Neighbors (50.1%).

Q19. How would you rate your neighborhood on the following industrial issues.

The most frequent responses are in the "don't know" category. The highest response to other than "don't know;" is in the "fair" category, Keeping Pollution and Traffic to a Minimum (33.5%).

TRANSPORTATION

Q20. Please rate your neighborhood on the following transportation issues.

Most responses are in the "very important" category; Walkability (76.2%), Speeding Vehicles (71.4%), Bus Service and Access (64.1), Air Pollution from Vehicles (56.4%), and Traffic Noise (53.5%).

GENERAL NEIGHBORHOOD SATISFACTION

Q21. How would you rate your neighborhood as a place to live?

24.5% Excellent
58.2% Good
15.4% Fair
2.0% Poor

The Minneapolis Homeowners 1993 Survey response:
60.6% Good
34.1% Fair
5.2% Poor

Q22. In the past five years how has your neighborhood changed as a place to live?

10.1% More Desirable

36.7% Remained the Same

27.8% Less Desirable

20.3% Lived in Neighborhood for
less than 5 years

5.1% Don't Know

The Minneapolis Homeowners 1993 Survey response:

9% More Desirable

50% Remained the Same

32% Less Desirable

10% Less than 5 years/Don't Know

Q23. Please choose the three main reasons why you live in this neighborhood.

1) Convenient Location (29.8%)

2) Affordable Housing (17.2%)

3) Sense of Neighborliness (8.6%)

DEMOGRAPHICS

Q24. How long have you lived in the neighborhood?

9.9% Less than 1 year

19.5% 1 - 3 years

41.8% 3 - 10 years

28.8% 10 - 20 years

Seward Planning Base document reports 15.1% less than 6 months.

Q25. How old are you?

The predominant age group of the respondents is 30 - 44 years (37.8%), followed by 60 years and older (33.2%).

Q27. What is your employment status?

The greatest response is 39.6% employed full time, followed by 31.1% retired.

Q28. What was your total household income in 1992 before taxes?

7.0% under \$5000

30.5% \$5000 to \$19,999

14.9% \$20,000 to \$29,999

19.6% \$30,000 to \$49,999

13.8% \$50,000 and up

14.1 % did not answer

Q29. What is the highest level of education your have completed?

The two most frequent responses are College Graduate (24.2%) and Post Graduate (27.8%). 41.8% of the respondents are high school graduates or higher level education.

Q30. Which of the following racial/ethnic categories describes you best?

92.8% White/ European American
2.0% Black/African American
.6% Native American/American Indian
1.1% Asian or Pacific Islander
.5% Biracial or Multi-racial
3% Other

Seward Planning Base document reports:

87.4% White/European Am.
6.7% Black/African Am.
2.1% Native Am./Am. Indian
2.7% Asian/Pacific Islander
1.1% Other

Q31. Are you of Hispanic origin?

Survey Respondents 1.2% Hispanic origin. Seward Planning Base Document reports 2.6% Hispanic origin.

Q32. How many children under age 18 current live in your home?

Of the 475 responses to the question, 72.0% indicated no children, and 28.0% reported having children under age 18 living in the home. The Seward Planning Base document reports that 16.7% of the homes in Seward have children.

Q33. Are you disabled?

16.6% Yes
83.4% No

Q34. Seward Neighborhood Map

460 respondents actually marked the map, or gave an address, or indicated the closest intersection to where they live, work or own property. By drawing a grid over the neighborhood map and counting the number of responses in each box, it appears that all sections of the neighborhood are represented with survey returns. If more than one response was indicated (e.g., both "live" and "work" marked), then only one response was counted —the "live" response. The eastern half of Seward has twice the number of returned surveys than does the western half; but overall, the response indicates that no area of the neighborhood was missed or left out of the survey distribution.

APPENDIX F
ISSUES AND OPPORTUNITIES
DECEMBER 13, 1993

The three top individual issues identified by the vision activity are: 1) the need for a YWCA/YMCA, 2) programs for housing improvement, and 3) bike paths. These three major issues closely correlate to the survey results.

1) YWCA or YMCA

Vision Results: 28 stickers

Survey Results:

Parks and Recreation (N=614)	30.3% Very Concerned 52.2% Concerned
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Senior Citizen Issues (N=629)	31.0% Very Concerned 49.6% Concerned
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Youth Issues (N=609)	40.7% Very Concerned 47.3% Concerned
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Parks & Playgrounds (N=561)	6.6% Excellent 36.7% Good
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Recreation/Education Programs for Youth (N=568)	2.1% Excellent
20.6% Good	

Written Comments:

Need community center with pool.
Need more structured activities for kids.
Need a YMCA or YWCA.
Need family "work out" opportunities.

2) Programs for Housing Improvements

Vision Results: 24 stickers

Survey Results:

52.1% Owner occupant (N=654)

62.2% Plan future improvements (N=386)

47.3% Unable to afford, if improvement needed (N=400)

75.8% Would consider major repair or remodeling, if funding were available (N=385)

Improvements Needed (N=448)

6.5% major work

19.2% considerable work

55.1% a little work

Written Comments:

Home improvement dollars should be available by income and need, not by geographical boundaries.

Need money for smaller, less expensive home improvements.

MCDA requirements for improvements to exceed 1/3 of home value is too high.

Maintain and improve family homes.

More funding needed for low income housing renewal.

Improve condition of rental property.

3) Bike Paths

Vision Results: 23 stickers

Survey Results:

Commuter Bikeways
(N=597)

42.4% Very Important

33.5% Somewhat Important

Recreation Bikeways
(N=591)

41.8% Very Important

35.2% Somewhat Important

Written Comments:

Keep bikes off the sidewalk.

The results of the vision activity can be compressed into possible workshop focus groups:

1. Social Environment

a. YMCA/YWCA

b. Cultural and recreational programs, community building activities, and Matthews Park

c. Needs of children, families, and schools

d. Crime and Safety

2. Economic Development

a. Franklin Avenue and Business/Commercial Development, to include historical preservation and environmental concerns

b. Industrial issues—needs more input/study/cooperative approach

3. Residential Development

- a. Housing improvement programs for homeowners and rental property
- b. Home ownership opportunities
- c. Empower renters

4. Transportation

- a. Bike paths
- b. Streets, pedestrian traffic, vehicular traffic
- c. Fiber Optics

5. Natural Environment Issues

- a. Energy
- b. Trees, gardens
- c. Pollution - air, water, soil, noise, odor

Seward Neighborhood has many opportunities to be identified and incorporated into the NRP Process. The boundaries of the neighborhood and its historical background in the City of Minneapolis creates a strong sense of community identity and of place. The level of community involvement in the organized neighborhood group gives the citizens experience in working together to get things done. The length of residency promotes community stability. The high renter response and diversity of the respondents to the survey provides a broader information base on which to build a community action plan. Seward Neighborhood is not blighted, nor crime ridden; so that the focus of the community can be on revitalization with an eye to the future as a protection neighborhood.